

Placerville Republican

EL DORADO COUNTY'S ONLY DAILY NEWSPAPER

VOLUME II

PLACERVILLE, EL DORADO COUNTY, CALIFORNIA, THURSDAY, AUGUST 24, 1939

NUMBER 164

COUNTY FAIR OPENS AT NOON FRIDAY

ANNUAL THREE-DAY EVENT TO CLOSE ON SUNDAY NIGHT

Fireworks Display Saturday Evening With Wheelbarrow Derby And Other Special Program Features On Sunday Afternoon

There is a saying that "the third time is the charm" and for the third modern revival of the El Dorado County Fair, which opens Friday at noon, it would seem that this must be true.

Presented for the first time in its new home, the seventeen-acre tract bordering U. S. Route 50 near Clark's Corners, the 1939 County Fair gives high promise of surpassing in all-around excellence the high standard set by its two predecessors.

Fair Program

Thursday, August 24th

6:00 p. m.—Gates open. Clark's Shows.
8:00 p. m.—Amateur Vaudeville Contests, \$30 prizes.

Friday, August 25th Placerville Day

12:00 noon—Gates open to exhibition.
2:00 p. m.—Clark's Greater Shows.
8:00 p. m.—Jitney Dancing.

Saturday, August 26th El Dorado County Day

10:00 a. m.—Gates open, judging starts.
1:00 p. m.—Clark's Greater Shows.
2:00 p. m.—Children's Program.
8:00 p. m.—Fireworks Display.
9:00 p. m.—Grand Ball.

Sunday, August 27th American Legion Day

10:00 a. m.—Gates open to exhibits; Judging Horses, Dedication of Grounds; Clark's Shows; Horse Show; Drum and Bugle Corps; Scotch Kiltie Band; Japanese Kendo Contests; Log Bucking, \$25 prizes; Log Chopping, \$25 prizes; John Studebaker Wheelbarrow Race, \$100 added prize money.
6:00 p. m.—Jitney Dance.

OLD-TIME DANCE OPENS FAIR PROGRAM WITH GREAT CROWD

The first night of the preliminary program in connection with the County Fair was "a knockout" in the words of Dr. L. J. Anderson, fair manager.

"We owe an apology to the public for the difficulty they had in finding parking space," Dr. Anderson said, "but we didn't have any idea that there would be as many cars turn out as there were for the old-time dance Wednesday night. They just swamped us."

"But we're all prepared now, and we don't intend that there will be any more such trouble in the future."

The old-time dance featured an exhibition appearance by the Pioneer Quadrille Club. Costume prizes for the evening were awarded as follows, to Mrs. Harriett Moss for the best ladies' costume; to Miss Marian Blair, for the second best ladies' costume; to James Price, for the best gentleman's costume; and to Elmer Porini, for second best in this class.

RESCUE 4-H CLUB HAS BOAT TRIP TO WORLD FAIR

A party of thirty-five, including twenty members of the Rescue 4-H Club, enjoyed a visit to the world's fair at Treasure Island on Saturday of last week, making the trip from Sacramento to the bay and return by river steamer.

Some of the older members of the group report that although the fair was a grand treat for the children and they were much interested, the novelty of the boat trip was a highlight of the excursion.

Funds for the trip had been raised by the club by a series of especially sponsored activities.

Lyman Bender and son, Joseph of Pleasant Valley, were Tuesday callers in the county seat. We hardly knew Joe.

Studebaker, Jr. Sends \$100 As Prize In Derby

The current issue of The Pony Express Courier contained an article with illustrations, reporting on the life of J. M. Studebaker in Placerville, plans for honoring his residence here by placing a plaque to his memory, and the preparations for commemorating his service to the miners of the county by instituting the Wheelbarrow Derby at the El Dorado County Fair.

Herbert Hamlin, editor and manager of The Pony Express Courier, on Thursday morning received a letter from James Mohler Studebaker, Jr., son of the pioneer, expressing on behalf of himself and his sister, Mrs. F. S. Fish, their appreciation for the article and their regrets that they will be unable to be in Placerville to share the events of this weekend.

"I am enclosing a check for \$100," the letter concludes, "from Mrs. Fish and me, to be given as one of the first prizes in the wheelbarrow race."

H. S. Announces Bus Schedule

Registration Opens On Wednesday Of Next Week; Drivers Are Named

With registration for the year at the county high school opening on Wednesday of next week, August 30, officials this week announced the schedule of high school buses, which will be effective with the opening of school on Tuesday, September 5.

Registration will continue through Wednesday, Thursday and Friday. Principal B. E. Larson reports that post cards are being sent to those who were enrolled last year, requesting that they register at specified times and that it will facilitate the work of getting started if these schedules can be complied with.

The bus routings were announced by W. R. Shuman, bus superintendent, as follows:

Georgetown—Ira Cushman, Jr., driver, leaves at 7:30 a. m.;
Lotus—Ray Rosenberger, driver, leaves at 7:50 a. m.;
Rescue—Vinton Veerkamp, driver, leaves Griens Place at 7:25 a. m.;
Latrobe—Roy Chaix, driver, leaves Latrobe at 7:15 a. m.;
Pleasant Valley—George Gardner, driver, leaves Pleasant Valley at 7:40 a. m.;
Pacific House—Hal Richardson, driver, leaves Pacific House at 7:30 a. m.;
Camino—J. C. Koch, driver, leaves Camino at 8 a. m.;
Diamond Springs—W. R. Shuman, driver, leaves Diamond at 8 a. m.;
Somerset—Simon Arnold, driver, leaves Somerset at 7:30 a. m. Will travel over the "Cut Road" instead of through Coon Hollow.

New Route—Lester Ricketts, driver; the bus will leave Placerville and go over Sacramento Hill to the California Door Company mill; from there it will go north to the new highway and follow it back to Placerville, go through town to the Shell station near the eastern city limits then back to the high school. The bus will leave the California Door Co. mill at 8:00 a. m.

The annual meeting of the El Dorado County Reunion Association will be an important event for former county residents who now live at the Bay District, on Sunday, August 27th.

Following the custom which has been adhered to for many years, the meeting will be held at Mosswood Park, Oakland.

The advance arrangements for the meeting were announced a month ago following a meeting of the officers of the association, who included E. F. Lane, president; Dr. R. G. Hosking, vice-president; Marcel Alderson, secretary, and William H. James, treasurer.

The usual custom is to meet during the mid-morning for a day of visiting and general sociability including a short business session during which the officers of the association for the new year are elected.

All former county residents are especially urged to be present and the association through its secretary extends an invitation to present residents of the county to join with their old-time friends for the day.

PIONEER QUADRILLE CLUB BUYS FAIR TICKETS FOR MEMBERS

Demonstrating its interest in the support of community activities, the Pioneer Quadrille Club has registered one hundred per cent for attendance at the El Dorado County Fair, it was learned Thursday.

Club members revealed that they have dipped into the club treasury and purchased a season ticket for the fair for every member of the club.



GRAND PRESIDENT Jesse H. Miller, of the Native Sons of the Golden West, who will be one of the distinguished speakers at exercises at the main entrance to the county fair grounds Sunday at noon, formally dedicating the grounds.

DEDICATION TO BE ON SUNDAY

Grand Parlor Of N. S. G. W. Will Have Charge; N. D. G. W. Share In Exercises

Formal dedication of the new El Dorado County Fair Grounds will take place Sunday at 12 o'clock noon, at a civic program at the main entrance to the grounds, arranged under the auspices of the Grand Parlor, Native Sons of the Golden West.

The exercises, which the public is welcome to attend, will have as distinguished speakers Jesse H. Miller, Grand President of the Native Sons of the Golden West, and Mrs. Orinda Giannini, Grand President of the Native Daughters of the Golden West.

District Attorney Henry S. Lyon, grand first vice-president of the Native Sons, will be chairman of the day and during the exercises a suitable plaque will be unveiled in the ornamental rock gateway to the fair grounds.

The program will be opened with introductory remarks by E. Ogden Hook, president of the El Dorado County Chamber of Commerce and first vice-president of Placerville Parlor No. 9, N. S. G. W., who will present the chairman of the day.

Following the introduction of distinguished guests, there will be an address of welcome by George E. Faugstad, chairman of the board of directors of the County Fair Association and Mayor of Placerville. This will be followed by a vocal solo by George McKee.

The messages of the Grand President of the Native Daughters of the Golden West and the Grand President of the Native Sons of the Golden West will then be heard, after which the plaque will be presented to the county by Edward T. Schnarr, grand second vice-president of the N. S. G. W., and will be accepted on behalf of the county by Cyril H. Heuser, chairman of the Board of Supervisors.

A selection by the Rescue 4-H Club Girls' quartet will conclude the exercises.

TRANSPORTATION TO FAIR BY AUTO STAGE LINE IS ANNOUNCED

Through arrangement with the Pierce Arrow Stages, Inc., operators of the Greyhound Lines through El Dorado County, a regular schedule has been established between Placerville and the County Fair Grounds.

Thursday, August 24, there is an evening schedule, leaving the Pierce Arrow office at 5:45 p. m. and will continue until midnight. Friday, buses will leave at 11 a. m., continuing until midnight, while on Saturday and Sunday, scheduled cars will begin leaving Placerville at 9 a. m., continuing throughout the day until midnight.

Explaining the special schedules those in charge state, cars will leave at different intervals, some on the hour and some on the half hour, depending on the demand for the service.

A charge of 25 cents one way and 40 cents round trip is being made.

Mrs. Dossie Mortimer has resumed her work in the dental offices of Dr. M. E. Hensley, following a vacation visit in Oregon.

DANZIG NAZIS TAKE CONTROL

Troops Called In Major Nations Of Europe; U. S. Tourists Advised To Leave

By JOE ALEX MORRIS
United Press Foreign News Editor
Great Britain prepared for "the imminent peril of war" today after Adolf Hitler had tightened the Nazi vise on Poland's outlet to the Baltic Sea.

In a tense, united session of parliament, British Prime Minister Neville Chamberlain told the world that his government gravely feared destruction of the principles on which rest "all possibility of peace and security."

And he told Adolf Hitler directly that Great Britain was prepared, ready and determined to fight the Nazi Fuehrer's demand for a "free hand" in eastern Europe by power of the sword.

Troops were being called in virtually every major nation in Europe.

In Rome, it was disclosed that President Roosevelt had made a direct appeal to Italy's King Victor Emmanuel to exert all possible influence in behalf of peace. This was confirmed later by the department of state in Washington.

In the free city of Danzig, the Nazi party leader, Albert Forster, was declared the supreme head of the state—a sort of fuhrer-dictator—in a move that Poles decried as a violation of the Danzig statute and feared as the first step toward return of Danzig to the Reich.

German soldiers also were reported in unconfirmed dispatches from Warsaw to have crossed the Polish frontier from east Prussia and penetrated almost a mile into Poland.

TOURISTS WARNED
LONDON, (U. S. Ambassador Joseph P. Kennedy today advised American tourists to leave England because of the war crisis.

Kennedy's statement said: "The international situation has reached a point which makes it advisable for American travelers to leave England."

Pony Express Caravan Due

Oregon Trail Association Delegates To Visit In County During Weekend

Enroute to Sacramento for their annual convention opening Sunday evening thirty-two prominent members of the Oregon Trail Association will arrive in Placerville Sunday morning for a two-hour luncheon stop.

The delegation, traveling over the old Pony Express Route from Salt Lake City, by auto caravan, will continue to Sacramento to view the original trail through Green Valley to Folsom.

They will be met in Placerville at the Hangtown Antique Shop by a delegation from Sacramento, who will usher them to the capital city in time for the opening dinner of the convention Sunday night.

Monday will be devoted to convention sessions and on Tuesday the convention will make a tour of the "northern mines," including a visit to Coloma and the James Marshall monument.

The caravan will hold a reception at the Hangtown Antique Shop which it is hoped as many as possible of the older residents of the county will be able to attend. There will be a luncheon at Hotel Raffles at which Ben Bolton, of Pleasant Valley, a son of William Bolton, the famous Pony Express rider, will be guest of honor.

Camino Lady Is Victim Of Sudden Stroke

Mrs. Ernest Hamilton, of Camino, was removed to a hospital at Sacramento Wednesday evening for treatment following a stroke suffered at her home earlier in the evening. It is reported that the seizure was accompanied by a general paralysis and her condition is considered very critical at this writing.

Adolph Koppen was among the callers in the county seat on Wednesday from Cool.



PIONEER DAYS of J. M. Studebaker in Placerville will be memorialized Sunday when the plaque pictured above, is dedicated at the old blacksmith shop site, under the auspices of James W. Marshall Chapter, No. 49, Order of E. Clampus Vitus, the plaque was designated by William Gordon Huff, noted sculptor, whose work is prominently shown at the current world's fair at Treasure Island.

PLAQUE HONORS STUDEBAKER

E Clampus Vitus Will Conduct Exercises On Sunday Morning

Exercises will be held at the site of the "old Studebaker blacksmith shop" at 11 o'clock Sunday morning during which a plaque will be placed memorializing the service rendered the pioneer miners of the county by J. M. Studebaker, who earned the nickname "Wheelbarrow John."

The ceremony has been arranged under the auspices of James W. Marshall Chapter No. 49, Order of E. Clampus Vitus, of Placerville, will be assisted by visiting members of the order from Lord Sholto Douglas chapter at Auburn, William Bull Meek chapter, at Nevada City, and Yerba Buena chapter, at San Francisco.

The program will be of short duration so as not to conflict with exercises planned to be held at noon at the county fair grounds.

The Clampers have announced that the dedicatory address will be by Prof. Charles L. Camp, of the University of California, a member of Yerba Buena chapter of the order.

Other distinguished guests who are expected include Edgar B. Jessup, of Oakland; Wild Bill Hickok, Jr., nephew of the famous plainsman; Governor Carville, of Nevada, and former Governor Harold R. Mabey, of Utah.

An invitation to arena has also been extended Governor Culbert L. Olson, but it is not known whether the Governor will be able to arrange to attend.

Placing of the plaque gives recognition to the residence in Placerville during pioneer times of John Mohler Studebaker, who, during five years of residence here, made wheelbarrows for the miners so successfully that he came to be known as "Wheelbarrow John."

Mr. Studebaker returned to the middle west about 1838 and joined with his brothers in founding the business which now manufactures the Studebaker automobiles.

William Gordon Huff, noted sculptor, whose work appears on the Tower of the Sun, The Court of Flowers, and Hall of Science at Treasure Island, has been the artist of the beautiful Studebaker plaque that is based on one of his early photographs and depicts the life and vocations of the great founder, pioneer and builder. The bronze casting has been designed in relief, and is considered among Mr. Huff's greatest works.

REBEKAHS HONOR COUPLE AND "BIRTHDAYS" ON MONDAY NIGHT

Members of Leona Rebekah Lodge No. 30, of Placerville, followed their regular meeting last Monday night with a social occasion which served a dual purpose.

Remembering the August birthday anniversaries of members, the lodge also made the occasion a shower for Mr. and Mrs. Allen Sherman, recently wed. Mrs. Sherman is the former Lorena Spencer.

The couple received a great variety of very beautiful and useful gifts.

PIONEERS TO RESUME PLAY

Clash Tonight In Fourth Game Of State Tourney With Hollister Entry

By LLOYD L. VYE
Another scorching is on the State Softball Tournament menu at 9 o'clock tonight in Stockton's Oak Park when El Dorado's sizzling Pioneers are pitted against the Hollister Cowboys, who dropped a thirteen inning thriller to the Modesto Merchants, 3 to 2, last night.

Placerville's Tire Exchange lads should be in fine fettle for one of their best games of the year after their much needed rest Wednesday. Tuesday night's game must have tired the Hollister hopefuls somewhat so that the Hangtown players have the drop on Nolle Trujillo, foxy Hollister slap artist who let the Modesto hitters down with only four safeties in the 13 inning dogfight. That Trujillo is one of the tops — as flingers go — is brought out when you consider the fact that he fanned 18 Stockton Kendalls Saturday to win his first contest 9 to 4, allowing only three bingles.

Continuing in the win column the Cowboys trimmed Richmond 6 to 4, Monday. Thunderball Trujillo eased the losers down with four hits. Trujillo is truly (with a capital T) some softballer — he bats in the cleanup position and in the Richmond victory slammed out a homer as did Gillich, Hollister rover short.

In losing last night to Modesto, the Hollister hitters collected 10 belts—far overshadowing the four made by the winners but the Cowboys made two errors to the victors' one.

Manager "Dick" Patterson's hard-working softballers are on the spot (Continued on Page 4)

Winter Pear Pact Ready

Marketing Agreement Will Be Effective On Saturday Morning

Effective August 26, a marketing agreement program designed to assist winter pear growers of Oregon, California, and Washington has been given approval by growers and handlers, the Division of Marketing and Marketing Agreements of the U. S. Department of Agriculture announced today.

A marketing order, supplementing the agreement and making it applicable to all handlers, was issued following approval of the program by growers voting in a referendum, and by signing of the agreement of handlers. Of a total of 1,263 growers voting in the referendum on the issuance of the order, 1,206, or almost 96 per cent of the growers voted in favor of the order. Handlers of 68 per cent of the total quantity of the six commercial varieties of winter pears shipped in interstate and foreign commerce from the three states during the 1938-'39 marketing season signed the marketing agreement.

Issuance of the marketing order required approval of at least two-thirds of the growers voting in the referendum by number or by volume, and the signing of the agreement by handlers of at least 50 per cent of the volume of these pears shipped in interstate and foreign commerce during the 1938-'39 shipping season.

Requested by members of the industry, the new marketing agreement and order replaces a similar Federal program which operated during the 1938-1939 marketing season, and covers the handling in interstate commerce of Anjou, Bosc, Winter Nels, Doyenne du Comice, Clairgeau, and Easter varieties of pears.

Administration of the program will be carried out by a grower-shipper committee of 12 members and their alternates, comprising one grower and one shipper member and alternate from each of the two districts in each of the three states.

Mrs. Kathleen Dwyer, rural school supervisor, has returned from a visit at the Bay District during which she attended summer sessions, met with the N. E. A., visited with relatives and spent some time at Treasure Island.



WEATHER

Partly cloudy tonight and Fri.; Scat. thunderstorms.

Neighborhood NEWS

GOLD HILL NOTES

Mr. and Mrs. C. H. Blackburn, of Sacramento, spent Sunday as the guest of Mr. and Mrs. Will Miller. On Wednesday Mr. and Mrs. Ernest Goebble of Sacramento and Leland Goebble of Porterville were guests at the Miller home.

Gene Marchini, accompanied by his father, Andrew Marchini, went to Berkeley on Wednesday. Gene is entering the University of California. While in the Bay region, Mr. Marchini will visit his brother Clarence, who is in the Veteran's hospital.

Mrs. William Veerkamp and Miss Sophia Veerkamp, accompanied by Mrs. Ethel Smith and daughter, Edna, spent the latter part of the week visiting the fair on Treasure Island. They were gone from Wednesday through Saturday.

Mr. and Mrs. Fred Niebauer and sons, Nathan and Stanley, returned to Mendocino Sunday morning after a week spent in Gold Hill.

Mrs. Harry Thompson and Mrs. R. B. Thompson of Reno spent Sunday at the home of Mrs. William Veerkamp. Mr. and Mrs. Glen Stephens were also callers in the afternoon.

Mrs. Will Miller was in Sacramento on business Tuesday.

Mr. and Mrs. Albert Herzog, Jr. and sons, Albert and Philip, are leaving Gold Hill and moving to Placerville where Mr. Herzog will be

employed at the high school building.

Mrs. Will Miller and Mrs. Maggie Veerkamp were at the Native Daughters' card party Thursday night at Merryman's.

YOUNGS NEWS NOTES

Mr. and Mrs. Simon Arnold are taking in the World's Fair at San Francisco for a few days.

Mrs. Art Hutton was in Sacramento on business Friday.

Mr. and Mrs. E. A. Gray and Bela Wellman returned home after a week's vacation camping at Westwood. The Grays met old school-mates they had not seen in years. They were visiting Mrs. Mae B. Snook of Westwood.

Robert Williams of Diamond was at Buck's Bar on Saturday.

A large crowd from here attended the dance at Aukum Hall on Saturday the 19th. The music was the best yet and every one reports a very good time.

There will be a benefit dance for Willow school on Saturday, the 26th. Good music and good eats. We all hope for another large crowd.

Mr. and Mrs. Lloyd Curtis of Placerville were visiting Mrs. Curtis' parents, Mr. and Mrs. Sd DeWitt of Youngs, on Saturday and then went to the dance at Aukum. Mr. and Mrs. Curtis are at home to their friends at their residence at Dunn's apartments in Placerville.

Glen Hi and Earl Dearborn of Rescue were at Buck's Bar on Saturday and attended the dance at Aukum.

Mr. and Mrs. Clark and children, Fred Wentz and Leon Dearborn were at Aukum Saturday night from the Klare lumber mill.

Mr. E. A. Gray was helping at the Fair grounds, getting the booth arranged for the Pleasant Valley Grange, on Tuesday.

COLE'S STATION

There will be a dance at Willow school Saturday night, August 26th. Music by Bill Darby and his orchestra. Supper at midnight.

Rudolph Klien of San Francisco was a visitor at Cole's Station Sunday.

Mr. and Mrs. Kenneth Dunham of the "May Queen" left Saturday for a few days visit in Los Angeles. Abe Johnson was at Cole's Station Saturday from Fresh Pond.

El Dorado School Is Being Enlarged

Preparations are being made at the school at El Dorado for an expected increase in enrollment this year and two classrooms are being remodeled and enlarged by a crew of workmen under the supervision of Frank Schmershal.

Dr. and Mrs. Lloyd Brauer and family, of Los Angeles, are vacationing at the Shepard ranch, at Fruitridge.

Take a
BUS
to the County
FAIRGROUNDS
25¢ One Way 40¢ Round Trip

Leaving On
REGULAR SCHEDULE
PIERCE-ARROW
STAGE OFFICE

Wednesday and Thursday
5:45 p. m. to Midnight

Friday
11 a. m. to Midnight

Saturday and Sunday
9 a. m. to Midnight

Phone 131
For Information

CLARK'S GREATER SHOWS

California's Largest Motorized Carnival

Many New and Sensational Rides

We have the Scooter, the Tilt-a-Wheel, Ferris-Wheel, Merry-Go-Round, Octopus, Rollo-Plane and other Kiddie Rides.

Many High Class Side Shows!!

NOW SHOWING

--El Dorado County Fair--

Free! DO YOU HOLD A 'GIFT CARD'?

If you do be sure to call at our new Placerville Store, located at 571 Main Street, on Saturday or Monday, August 26th or 28th. We have a genuine Glasbake pie plate for you. This is absolutely free to all adults who visited our new store last Saturday and who received "an appreciation gift card."

BE SURE TO CALL AT OUR STORE

FREE PARKING

BEANS	Pink Fancy Recleaned 5 Lbs. 19¢	10 Lbs.	37¢
BISOUICK		Large Pkg.	27¢
HONEY	Pure Miner's	2 1/2-Lb. Can	23¢
HOT SAUCE	Tasty Spanish Style	10 Reg. Cans	29¢
CHEESE	Well Aged Creamy	Pound	19¢
MILK	GLEN MAID 8 Sm. Cans	4 Tall Cans	23¢
MUSTARD	For Salads and Sandwiches	Quart Jar	15¢
PICKLES	Casco Bolls	Full Qt. Jar	18¢
VINEGAR	Decanter Bottle Pure Cider	3-Pint Bottle	25¢
SUGAR	Pure Granulated California Grown	10 Lbs.	46¢

APPLE BUTTER	LIBBY'S SPICY FLAVOR 4 CANS 39¢	No. 1 Can	10¢
STAR JAM	STRAWBERRY APRICOT-PINE, ETC.	2 Lb. Jar	25¢
PEACH TIDBITS	DICED PEACHES IN HEAVY SYRUP	No. 2 1/2 Can	10¢
GRAPEFRUIT JUICE	POLK or SUNSHINE NO 2 CAN 7¢	46-Oz. Can	15¢
APRICOTS	F & P WHOLE PEELED	2 No. 2 Cans	27¢
PINEAPPLE TIDBITS	DEL MONTE OR KING OF HAWAII	2 Buffet Cans	13¢
MARMALADE	KING KELLEY 1-LB JAR 15¢	2 Lb. Jar	25¢
DRIED APRICOTS	BLENDHEIM'S 1939 CROP	2 Lbs.	29¢
OLD DUTCH CLEANSER	OR MYSTIC MIRACLE	3 Cans	20¢
CHORE GIRL	WINGS, DOMINOS TWENTY GRAND, CTN. 93¢	2 For	15¢
SUNRISE BIRD SEED	OLD ENGLISH CAN 5¢	3 Pound Cloth Bag	25¢
CIGARETTES		2 Pkgs.	19¢
DOG FOOD		6 1-Lb. Cans	25¢

RED ROSE FLOUR	PRICED RITE FLOUR
FAMILY FLOUR	
No. 10 Bag 29¢	2 1/2-Lb. Bag 55¢
2 1/2-Lb. Bag 59¢	49-Lb. Bag 1 05
49 Lb. Bag 1 12	

STANDARD FLY SPRAY	Pint 19¢	Quart 32¢
ARGO GLOSS STARCH	3 Lb. Pkg. 20¢	12-Oz. Pkg. 6¢
LAMPS	GENERAL ELECTRIC 25-100 WATT (60 WATT G. E. 10¢)	Each 15¢
PAPER NAPKINS	WHITE OR COLORED 80 COUNT	Pkg. 5¢
WAX PAPER	DIAMOND BRAND 125-FOOT ROLL 13¢	40-Foot Roll 5¢
Cadet Shoe Whitener	2 Sm. Bots. 15¢	Large Bottle 13¢
WHITE KING TOILET SOAP	6 Cakes 25¢	
WHITE BAR SOAP	10 Bars 27¢	
FELS NAPHTHA CHIPS	Large Ctn. 21¢	
DROMEDARY DATE-NUT BREAD	2 Cans 23¢	
MEYENBERG ICE CREAM MIX	Lge. Can 20¢	
DROMEDARY MIX	GINGERBREAD OR DEVIL'S FOOD 2 Pkgs. 37¢	

Purity Stores

WE RESERVE THE RIGHT TO LIMIT QUANTITIES

TAXABLE ITEMS SUBJECT TO REGULATION NO. 7

KERR MASON JARS

PINTS DOZEN 59¢

QUARTS DOZEN 72¢

SALMON

Fancy Red Sea Rose
No. 1/4 Can 15¢ No. 1 Can 20¢

PEACHES

F & P SLICED OR Halves in Heavy Syrup
Try Them With Kellogg's Corn Flakes
2 No. 2 1/2 Cans 25¢

TUNA TIDBITS

"Chicken of the Sea"

No. 1/2 Can 12¢
3 No. 1/2 Cans 35¢



Purity

571 MAIN STREET

ZION FIGBA

PLAIN OR WHOLE WHEAT

VAN CAMP'S BE

MATCHES

RITZ CRACK

BACON

GRAPE JUICE

KELLOGGS

S & W COFFEE

DRIIP OR REGULAR—1-LB. CAN 25¢

SHREDDED WHEAT

DELICIOUS WITH FRESH FRUIT

2 Pkgs. 23¢

Royal Blend Coffee

Drip or Reg.—Vacuum Packed
1-Lb. Jar 24¢ 3-Lb. Jar 69¢

SNOWFLAKE SODAS

N. B. C. BRAND
1-Lb. Pkg. 14¢ 2-Lb. Pkg. 25¢

WAFFLE DELIGHTS

N. B. C. WAFERS
Large Cello Package 15¢

ROSEWARE CEREAL

PREMIUM IN EACH PACKAGE WHEAT OR OATS
LARGE PKG. 23¢

DINTY MOORE BEEF TAMALES DELICIA SANDWICH MUSHROOM SAUCE SALAD DRESSING GIRARD'S FRENCH DRESSING CONDENSED MILK

MARIETTA OLIVE OIL

Quart 55¢ Gal. 1 93 1/2-Gal. 1 03

OVALTINE

PLAIN OR CHOCOLATE
Og 33¢ 1.00 Size 59¢

SAMOVAR TEA

ORANGE PEKOE AND PEKOE
1/2 lb. 35¢ 1 lb. 65¢

J. J. B. RICE

WHITE OR BROWN
Also Macaroni
2 Pkgs. 15¢

NOODLES

DUNBAR OR AM. BEAUTY
5-Oz. Can 10¢

YOGURT

1-Lb. Bag 12 1/2¢ 3 Lb. Bag 37¢

CORN KIX

SPERRY BRAND 2 Pkgs. 21¢

COCOA

WAWERY BRAND 2 Lb. Can 14¢

DOUBLE GOLA

PLUS DEPOSIT 6 12-oz. Bots. 25¢

HEALTH CLUB BAKING POWDER

5 Lb. Can 50¢ 25-Oz. Can 18¢



Purity Stores

MAIN STREET - PLACERVILLE

FIG BARS	2 LB. PKG.	20c
CAMP'S BEANS	WITH PORK 1-LB. 3 Jumbo Cans	25c CAN 6c
CHES	BIRDS EYE BOX 3c	6 LGE. BOXES 18c
CRACKERS	1-LB. PKG.	20c
ON	SUGAR CURED POUND	16c
JUICE	PURE CONCORD HUDSONVALE 2 PT. BOTS.	25c
EGGS	CORN FLAKES REG. 8-OZ. PKG.	5 1/2c
COFFEE	2 LB. CAN	48c


LB. CAN 25c

PRICES EFFECTIVE AUGUST 24 TO AUGUST 30

PURE SEMOLINA

MACARONI, SPAGHETTI, ETC. POMPEI BRAND

Lb. Cello Pkg.	20c 3	Lb. Cello Pkg.	29c
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SUGAR PEAS	3 No. 2 Cans	25c
PEAS AND CARROTS	3 No. 2 Cans	25c
VITA RITE BRAND-6 CANS	49c	
PIMIENTOS	4-oz. can	5c
VEGETABLE SALAD	2 16-oz. Cans	25c
MIDLAKE-2-8 OZ. CANS	15c	
GERBER'S STRAINED FOODS	6 Cans	43c
DEW-KIST CORN	2 No. 2 Cans	23c
WHOLE KERNEL WHITE OR GOLDEN BANTAM	3 No. 2 1/4 Cans	25c
VAN CAMP'S HOMINY	3 No. 2 1/4 Cans	25c
PORK & BEANS	3 No. 2 1/4 Cans	25c
OLD ENGLISH-1-LB. CAN	5c	
LIMA BEANS	3 No. 2 Cans	25c
B & M BRAND	No. 1/2 Can	10c
MINCED CLAMS	3 No. 2 Cans	25c
MOONKIST BRAND-4 CANS	39c	
STRING BEANS	3 No. 2 Cans	25c
RAYCROFT OR CANTEN-6 CANS	49c	
CAMPBELL'S SOUP	3 Cans	25c
ALL VARIETIES EXCEPT CHICKEN AND TOMATO	No. 1/2 Can	10c
TUNA FLAKES	3 Reg. Bots.	25c
CANADA DRY GINGERALE	2 Jumbo Bots.	15c
SODA WATERS	2 Jumbo Bots.	15c
SCHWARTZ BRAND-PLUS DEPOSIT-ALL VARIETIES		

FRUITS AND VEGETABLES

PEARS FANCY BARTLETTS 6 LBS. 25c LB. 5c

POTATOES U. S. NO. 1 GRADE 10 Lbs. 17c

POTATOES BEAR BRAND 25 Lb. 35c

LETTUCE BEST QUALITY 3 HEADS 10c

PRUNES GERMAN OR STANDARD-LB. 5c 6 Lbs. 25c

ONIONS YELLOW 50 LB. SACK 63c 4 Lbs. 9c

APPLES GRAVESTONES 20 LB. BOX 49c 6 LBS. 19c

Purity Stores

SPECIALS Friday & Saturday, Aug. 25-26

Save with these **MEATS**

RATH'S EASTERN Once again we will offer this Exceptionally Low Price

BACON	16c POUND
Mock Chicken Legs	EACH 5c
Ground Beef	Made with utmost care Fresh and Lean 2 lbs. 19c
BOILING BEEF	Brisket Cuts POUND 8c
BEEF ROAST	Cut from Prime Young Beef POUND 15c
PURE LARD	Snow White 4 lbs. 33c
STEAKS	Rib or Sirloin Cut any thickness desired POUND 19c
MUTTON STEW	Young Yearling Mutton POUND 6c
Cottage Cheese	2 lbs. 15c
Mutton Shoulders	POUND 8c
Pork Roast	Those Famous Honey Cured POUND 12 1/2c
VEAL ROASTS	POUND 18c
Sliced Bacon	Armour's POUND 19c
VEAL STEAKS	POUND 23c
Corned Beef	Our Own Cure for Manteca Fed Steers POUND 7c
LIVER	Young Pork POUND 15c

Don't Overlook These Specials ON FRESH FISH AND POULTRY

SLICED SALMON	Lb. 23c
SLICED HALIBUT	Lb. 23c
Fresh Fillet of Sole	Lb. 20c
Colored Fryers	POUND 27c
Colored Hens	POUND 25c
WHITE HENS	POUND 25c
FRESH CRABS	EACH 23c

Neighborhood NEWS

LOTUS

The weather the past week has been somewhat warm, the mercury being over the 100 mark every day. On Thursday and Friday the mercury stood 106 from noon to 3 p. m. coming up to the date of August 12, 1937, when he had the high mark of 106 for that month. Considering the hot wave for the week we had a gentle breeze from the south.

Henry Walker, since his return home from Illinois where he was called by the sickness and death of his mother, has been putting in his time mining on the American River below Clark's Creek about four miles below Lotus and manages to get a little gold.

Oscar Fleming, of near Granite Hill, prominent fruit man and manager of the Lotus-Coloma telephone line, was in our town attending to business matters on Thursday of last week.

Charlie Hines is now the owner of a Graham sedan, having gone to Sacramento a short time ago trading his Chrysler for a Graham, a very good looking auto.

Joe Hansen has been quite busy the past week painting the new barn on the Leonard and Hansen place, doing an extra good job of his work.

Mrs. Edith Rasmussen, with her mother-in-law Mrs. Mary Rasmussen, and Miss Joe Beckman, drove over from Placerville on Thursday afternoon when the mercury was at the 106 mark and visited for a short time at the Rasmussen home.

Frank Buys, of Placerville, who is one of Mrs. Fannie Keller's men, came up to our town on Friday attending to business matters for Mrs. Keller.

Mrs. Manfred DeHaas, who has spent the past month at her summer home here and also with her parents, Wm. Pugh and wife, has returned to her Oakland home much enjoying her vacation at her home and with her parents. Her husband came up the past week and returned with his wife and babe.

Mrs. Juanita Stevenson and her baby daughter, who has been in Sacramento for some time, returned to her home here the past week. Mother and babe are both doing fine.

We learn that as soon as the fruit season is over and everyone is at leisure that another meeting of the Thirty Warrants a week for life pension plan will be held at Coloma during the near future. The meeting held over a month ago in Coloma drew a very large crowd and the coming one may do the same if it is not much better.

Wesley Fox Sr., who has been absent from his home here the past three weeks on mining business in Nevada and Arizona, returned home late Saturday evening.

Auto travel was very heavy on our streets here and at Coloma all day Sunday. The writer counted sixty-five cars going and coming within half an hour then got tired and quit, however, with all the heavy travel no accidents or smash-ups occurred.

A party of some four or five men are prospecting on the Lotus bar digging holes for a Los Angeles mining company. The Keystone mill which they had here in some way did not work and was moved away and now holes are being sunk to get a prospect in place of the drilling machines.

Sven Holquist of Tallahassee, Florida, now camping near Coloma and trying to dig out a little of the yellow metal, was in our town the past week.

Will Dixon, an employee of the P. G. & E. Co. of Placerville, was in our town Monday checking up on all those who have used the company's juice for the month of July. Dixon was taking Eddie Sayers' place reading the meters as Ed is off from duties at the office on his vacation.

Mrs. Verna Brame of the Antique shop in Placerville, accompanied by William Beattie of San Francisco, were callers on Judge Rasmussen Monday afternoon. Our old time friend, Beattie whom we have not seen for years, is one of our native boys, born at Georgia Slide a few miles north of Georgetown. Will is employed by the Ford Motor Company in the bay city for some ten years past and is off on a few days' vacation and spending it in El Dorado county, his old home and birthplace. He went up to Rubicon Springs Tuesday, his old stamping grounds, to spend a few days before returning back to San Francisco.

Mrs. George Oviedo had as her houseguest for the week Miss T. Rodick, of San Francisco.

Malcolm Veerkamp was a caller in Lotus Sunday from Gold Hill.

Mrs. Lottie Galleher, Mrs. Ella Norris and Mrs. Florence Hines attended the card party given at Bennett Park recently for the benefit of the Girl Scouts.

Mrs. George Oviedo and children, Jeanne and George, Jr., and Albert Allen were visitors at the home of Mr. and Mrs. Harry Reaside on Tuesday evening.

Will Galleher is enjoying a visit with his son, Allan, who is here from Berkeley on his annual vacation.

Mr. and Mrs. Harry Reaside were dinner guests at the Oviedo home in Coloma Saturday evening.

Mrs. Lottie Galleher, Mrs. Ella

Norris and Mrs. Florence Hines were among those at the card party at Merrymans on Thursday evening of last week.

CAMINO NOTES

Rev. Morehouse will conduct the Federated church services at the little chapel Sunday afternoon, on August 27. Everybody welcome.

C. Taylor, oil expert of the Union Oil Company, was calling here on Tuesday.

Mr. and Mrs. Fred Scott and children left for Missouri Friday for a visit.

Mr. and Mrs. Neely Pullen, formerly from here, now at Anderson, visited Mr. and Mrs. Everett Reese Sunday evening.

Mr. and Mrs. Jerry Potts and son, Jerry, spent the week-end at Euer Valley with Mrs. Potts' uncle, Ab. Sales.

Mr. and Mrs. Frank Foss, of Berkeley, spent the week end at Ward and Foss summer home at Lake Tahoe; then spent a couple of days here with Walton Ward before returning to their home on Friday.

Mrs. Morris Schub was hostess to a birthday party for her son, Richard, Little friends who attended were Marilyn Davenport, Joanne Thomas, Janet and Nancy Barkley, Marvin and Evelyn Hull, Neta Wygersma, Jacquelin and William Montgomery, Charline Schriener and Jean Purdie.

Among those from here at Lake Tahoe on Thursday were Mrs. Don Hook and children, Mrs. F. Austin, Janet Roughton, Mrs. C. Ybricht, Mrs. R. Willitt, Patty O'Sullivan and Fred Fisher.

Mrs. Anna Scherrer, daughter Eleanor and Mrs. Curtis Pierce were callers at Mrs. D. O. Thomas' on Thursday evening.

The Camino Bridge Club was entertained by Mrs. Elmer Bickling at the Camino Ridge Farm. Prizes were won by Mrs. Allen Potts, Mrs. Kenneth Dodds and Mrs. John B. Gardella.

Mr. and Mrs. P. Moniverdi and son, Dudley, from Berkeley, were callers at the Edgar C. Kimble home Sunday.

A. McNie spent the week end at the bay city and at the Golden Gate Exposition.

Walton Ward spent the week end at Vallejo.

Mr. and Mrs. Frank Danaher, son, Denny, Mr. and Mrs. C. Sheats and son, James; Junior Nida, Edith Gaunt, Mrs. C. Huot and sons Joe and John, motored to Lake Tahoe Sunday and returned by Auburn and Donner Lake.

Mr. and Mrs. Edgar Kimble accompanied by Mrs. F. J. Raffetto spent Sunday at Auburn with Mr. and Mrs. Maybury and daughter.

Mrs. R. Willitt and Patty O'Sullivan left Saturday for San Francisco where they expect to spend some time there and at the Golden Gate Exposition before returning to their home at Hollywood.

Mr. and Mrs. George Prestori, of Los Angeles, and their niece, of Indiana, and Mr. and Mrs. Art Foss, of Berkeley, stopped over here Thursday to visit Walton Ward on their way home from a vacation trip of a week at the Ward and Foss summer home at Lake Tahoe.

A large number of baseball fans from here followed the all-star team to Stockton Saturday evening, Monday evening, and again on Tuesday evening. We are proud to say that three of the boys on the team are from our town.

Remember to THINK wooden boxes, TALK wooden boxes and USE wooden boxes.

The past weekend was somewhat cooler though showers forecast for the Sierra region did not reach here.

The R. A. Barnes were dinner guests at the Pacific House on Sunday.

Earl Vanyie arrived from Plumas county on Monday afternoon for a visit with his mother, Mrs. Lena Vanyie.

Mr. and Mrs. Charlie Hennings with Bobbie, Doris and Darlene were down from Camp Fourteen on Saturday returning Sunday by way of Riverfront and Silver Creek.

Miss Gail Turner accompanied friends on a trip to Reno on Wednesday. Miss Marilyn Turner spent the past week visiting relatives in Yuba City.

Miss Ruby Grace, of Diamond, was a guest at the Stanley home on Thursday evening.

Dorothy Buck, who has spent the past two weeks visiting her grandmother, Mrs. Lena Vanyie, returned to her home in Sacramento Saturday and her sister, Gloria, is now vacationing here with Mrs. Vanyie.

Mr. and Mrs. John R. W. Wilson and children were visiting the Gene Wards Sunday. The Wilsons have returned from the bay district and are again at their home in Placerville.

Mrs. Margaret Reed, who has been visiting her mother, Mrs. Linda J. Miller, returned to Sacramento to Thursday of last week accompanied by her small son, Don. Don's little sister, Shirley, is visiting her aunt and uncle, Mr. and Mrs. Rex Quiberg at Twenty-nine Mile Ranger Station.

Among the University of California students who are returning to their classes this weekend are Allan Goodrich, Barbara Smith, Dorothy Cosens and Albert Lewis.

PIONEERS PLAY TONIGHT AT STOCKTON IN STATE TOURNEY

(Continued from Page One)

In tonight's classic as a defeat will put them permanently out of the running. This evening's winner will match their ability on Monday, August 28, with the victor of games played next Saturday and Sunday.

Tuesday, August 29, the Pittsburg Redwoods tangle with the Modesto Merchants in the semi-final game which brings together to only two undefeated outfits left from the 26 starters.

On next Wednesday the winner of the losers' playoff meets the loser of the Pittsburg-Modesto fray for the right to play the victor on the winners' side of the schedule for the championship on Thursday, August 31. The 1939 Champions will travel to Chicago for the National Championships to be played early in September.

Now let's summarize what Leonard Zielwick's Pioneers have accomplished in their amazing tournament play in defeating Stockton Box, 5 to 4; Sacramento Golden State Dairy, 5 to 3, in 11 innings; and losing an exciting one to last year's champs, the Redwoods of Pittsburg, 1 to 0.

Fireball Allen, the Camino comet,

who tosses them over for the Pioneers has whiffed 41, walked only 10, and been nicked for eight measly safeties during the 25 gruelling innings he has pumped them across the plate.

In their two victories and one tough defeat the Pioneers connected for two homers by "Clipper" Goodin and "Chet" Carsten; four doubles, M. Reeder 2, Goodin, Webster; three singles, E. Reeder, Martinovich, and "Lou" Neil, — "Lou's" robbing Cowan of the Pittsburgers of no-hit victory; 10 walked, and the plugging Pioneers have erred but five times.

No matter how you take a slant at tonight's battle it's a toss-up with the El Dorado Pioneers having the edge of tossing the coin.

Mt. Danaher Foresters At Genetics Institute

Members of the Mt. Danaher 4-H Forestry club spent Wednesday forenoon in a tour of the Institute of Forest Genetics, at Fruit Ridge. The visit was arranged by the club leader, Earl Blair, who reports the club members were much interested in the tour and that they are grateful to the staff of the Institute for the courtesies extended them.

The boys all had their lunches and following the tour of the institute they went to Riverton for a picnic and a swim in the river.



NICE WORK IF YOU CAN GET co-starring with these two lovelies, Gale Page and Ann Sheridan, Dick Powell, in "Naughty but Nice," the Thursday-Friday feature at the Empire Theatre.

FAIR OPENS ON FRIDAY

(Continued from Page One)

family name, lived in Placerville and made wheelbarrows for the miners.

Stockmen of the county will be especially interested in the showing of the herd of Ayreshires by C. L. Falk and Son, of Fernbridge, Humboldt County. This is the first year that cattle have been exhibited by stockraisers outside the county. Other entries are expected from Modesto.

The gold display, showing the county's mineral wealth, will be featured by the exhibition of the Heuser Brothers' "Sea Horse" nugget, which is being returned from the world's fair for the three days and then goes to the state fair.

Lumbering and horticulture will also have their accustomed prominence in the fair and all Granges and Farm Centers are represented in addition to some of the federal agencies.

EMPIRE HAS DOUBLE BILL FOR THURSDAY AND FRIDAY

Fight fans will get a wallop out of Buck Jones' latest picture, "Unmarried," which comes to the Empire Theatre, Thursday and Friday for Buck has tossed away his chaps and spurs and swapped his six-guns for a pair of boxing mitts. In his first straight dramatic role in some twenty years of acting, Buck plays the part of a has-been pug.

He liked his new role, but there was one drawback—he had to lose in the picture. All these years that Buck has played in Westerns, he never lost. He's afraid his followers, numbering close to two million, may feel betrayed when they see him lose. Aside from that, however, Buck has a very sympathetic role as a washed-out prizefighter who's a champ in his heart if he's a palooka in the ring.

On the same bill are Dick Powell, Gale Page and "America's Oomph Girl," Ann Sheridan, in "Naughty But Nice."

Son Born Thursday To The Dell Cheneyes

A five-pound son was welcomed at Placerville Sanatorium early Thursday morning by Mr. and Mrs. Dell Cheney, of Placerville.

The young man is a grandson of Mr. and Mrs. Martin Luther, of Placerville, Mrs. Cheney being the former Miss Leila Luther.

Placerville Youth To Seek Plane Record

El Dorado County will have a share in an effort to set a new endurance flight record for light airplanes, which is being planned to start in the near future at Sacramento.

Bob Donnell, of Placerville, who grew his wings as a member of the Hangtown Hawks, is to be a team-mate of Ernie Clark in seeking the new record in a Taylor Cub plane. They plan to refuel using an automobile speeding across the airport field.

The record they hope to better is more than three hundred hours. Here's luck to them.

Church Group Appeals For Gift Of Jars

The members of the L. D. S. Church in Placerville are co-operating in their national church welfare program and are making preparations to "can" several hundred quarts of fruit to be used for the relief of fellow-members in distress.

The fruit canned here will be exchanged with the goods produced by other units of the church, such as clothing, for their common good in the promotion of the welfare cause.

We have been asked to state the ladies are in need of jars for canning, in both the quart and the pint sizes. Anyone who has such jars which they will contribute to the work is requested to telephone this office, or to telephone 597-W during the hours after 6 p. m. and before 8 a. m.

DON FORBES ENGAGED AS "EMCEE" FOR STATE FAIR DOINGS

SACRAMENTO—Don Forbes, nationally known radio commentator, will be the official master of ceremonies at California's State Fair, Sept. 1 through 10.

Secretary-Manager Robert Muckler announced that Forbes will make all introductions, presentations and officiate at the public address system in front of the grandstand. He also will be on hand for the horseshow.

CLASSIFIED

BUY PLACERVILLE
FIVE MILE TERRACE BARGAIN
Reduced \$600.00! 2 new houses, two lots; water, trees, \$3,600.00. 600.00.

A. C. (GUS) WINKELMAN
with
L. J. ANDERSON
Real Estate Insurance

FOR RENT
5-RM house, part. furn., close in. M. T. Kelly. a24-tfc.

ROOM for permanently employed man. Apply Golden Barber Shop. a23-30*

SIX rm. mod. house, \$31.50, furn. 3 bks. N. W. of H. S. Available Sept. 1st. Vernon Cox. Phone 41F2. a23-30c

UNFURN. or partly furn. 5 room house with garage. F. J. Frost, 256 Coloma St. Ph. 320. a23-tfc

SLEEPING room, 17 Cottage St. a23-29*

FURN. house, 4 small rooms and bath. Swingles, Ph. 41F2. a21-28c

FURN. Cabin. Phone 346. a23-31*

4-RM furn. apt. over Pioneer Grocery. Inquire 351 Washington St. a9-tfc.

GOING TO BUILD?
Complete plans and specifications also estimates furnished. Finances Arranged. Olin W. Harris, contractor, 133 Canal Street. Ph 251W

FOR SALE
HAND SPLIT heart sugar pine shakes 26 inches. A. J. Rupley, Placerville, Ph. 562R3. a21-28c

FRIGIDAIRE 5 cu. ft. \$35.00 20 Cedar Ravine. Phone 31-W. a14-sl

REAL ESTATE WANTED
RANCHES, HOMES, WANTED!
We furnish buyers. LIST with Mrs. KELLER, Pacific St., Tel. 150-W

Save money at the County Fair Aug. 23-27. Buy season ticket and get \$6.00 coupons for \$1.00. 117-tfc

WANTED
STORE building or lots on Main Street, Placerville, for cash. R. E. Degener, Winters. Cal. F13-tfc

LOST
CANVAS 11x14, on Coloma St. Reward. Clifton & Company. a17-24

AUTOS FOR SALE
36 OLDS coupe; exc. cond.; 24,000 mi.; Philco radio, heater, clock. Phone 175-M. a23-twc

Crossword Puzzle

By LARS MORRIS

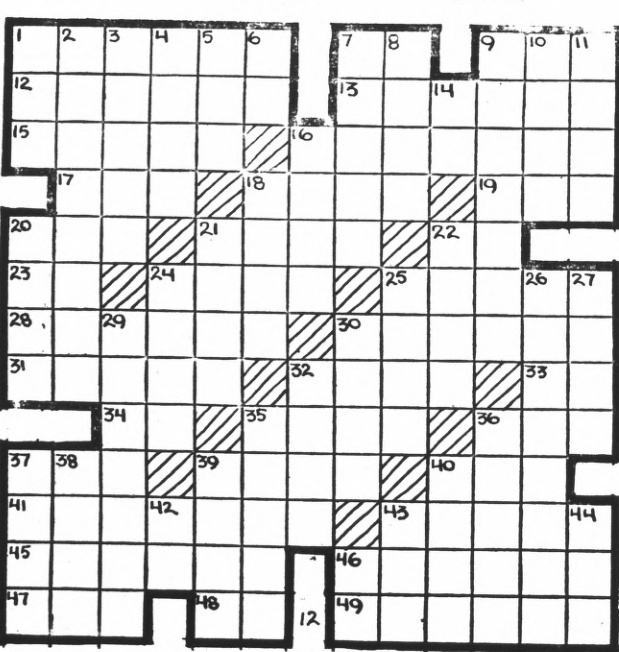
ACROSS

1—Straight
7—Senior (abbr.)
9—Front of army
12—Come out
13—Polishing powder
15—Bud
16—Part of ink
17—Actual being
18—Roman lord
19—Allow
20—Indefinite articles
21—Platform
22—Fruit—time
23—Unit of germ count
24—Linen scrapings
25—Parasage
28—Draw from
30—Spring holiday
31—Drops
32—P-dies
33—Nax
34—Virginia (abbr.)
35—Action
36—The (Spanish pl.)
37—Winning card
39—Bene
40—Hole
41—Aculeity
43—Engine
45—Girl's name
46—Persian religious leader
47—Bitter vetch

DOWN

1—Letter
2—Ring over
3—Inert gases
4—Wanders
5—Grow old
6—Concerning
7—Boxes
8—Russian
9—Furious
10—Measure of area
11—Clean
14—Manuscript (abbr.)
16—Jure
18—Narrow path
20—Military assistant
21—Opera star
22—Girl
24—Capital of Peru
25—Market
26—Gentlemen
27—God of love
29—Narrow walk
35—North Carolina county
36—Burn
39—Fly gently
40—Dipsicle
42—Pronoun
43—Prefix wrong
44—Abyssinian title
46—Parent

48 First name of former baseball star
49 Fix taxable value



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daughter and is placing an exquisite Indian costume in a museum there in the name of his departed wife. Clare F. Proctor is the plaintiff in a suit filed in Superior Court against Henry and Marie Lahiff, claiming \$2,200 as owing as a result of the alleged infraction of an agreement between the two arising out of his erection of a summer home near Silver Fork. Mrs. Leonard Knight, of Woodland, was here this week visiting her sisters, Mrs. Mervyn Sumner and Mrs. Gerald Rasmussen. Declaration of their intention to wed was filed with the county clerk on Wednesday by Charles F. Stewart, 25, and Miss Violet Cearley, 26, both of Placerville.

Where there's **LIFE** and **ACTION**..

ACME

*Dietetically NON-FATTENING

Placerville Coca Cola Bottling Works

San Francisco ACME BREWERIES Los Angeles

As compared with other foods in diet, Acme Beer is relatively non-fattening.

HI-HO! IT'S OFF WE GO TO CALIFORNIA STATE FAIR AT SACRAMENTO SEPTEMBER 1 THRU 10

WHAT HAS SHE GOT THAT GETS YOU?

Some say it's oomph, some say it's spice, we diagnose it as

"Naughty but Nice"

AND BUCK JONES HELEN TWELVETREES **UNMARRIED**

"America's Largest 10-Day State Fair"

Sacramento-Sept. 1 thru 10

You Are Invited to Attend the El Dorado County Fair and Home-coming Week—August 23-24

SOUVENIR PROGRESS EDITION

Placerville Republican

EL DORADO COUNTY'S ONLY DAILY NEWSPAPER

VOL. LXXXVII—Number Thirty-Four

PLACERVILLE, EL DORADO COUNTY, CALIFORNIA, THURSDAY, AUGUST 24, 1938

Section One—8 Pages

Fair Site Development Is \$120,000 Project

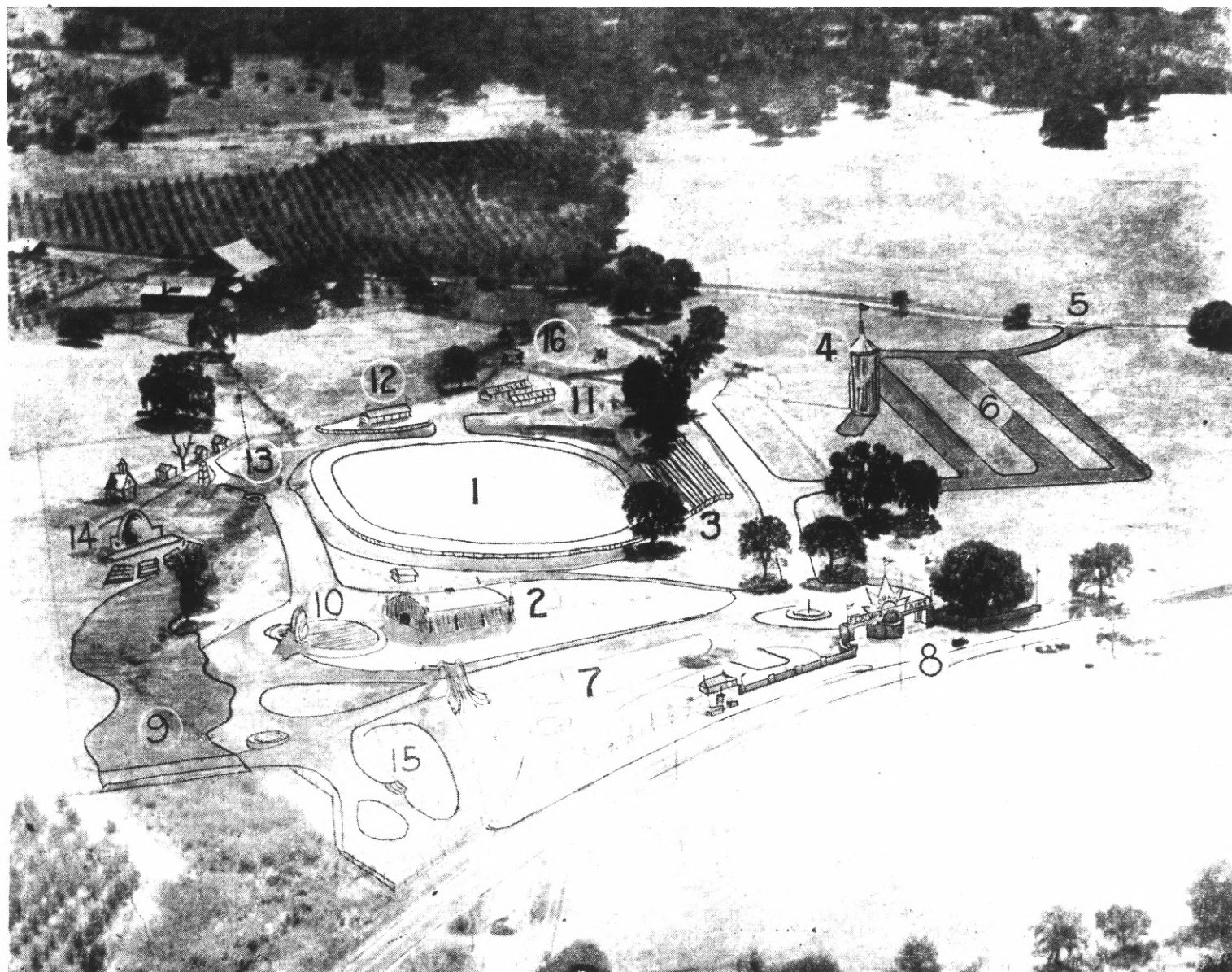


Photo-Drawing Including Proposed Improvements.

This aerial view of the El Dorado County Fair Grounds, bordering U. S. Route 50 west of Placerville and just east of Webber Creek, shows by sketches and numbered designations work which has been completed and also which is projected in the development of the site. Since the property was only acquired something more than a year ago, the greater part of development is still in the projected stage.

The county owns seventeen acres of land, which includes most of the area designated for improvement in the picture, except that El Dorado Post No. 119, American Legion, owns the section designated "No. 6" in the picture, a portion of which is being used for auto parking. In addition, the county has an option to purchase twenty additional acres, adjoining the fair site on the north.

The first unit of the improvement project is completed at a cost of approximately \$20,000. This includes 50,000 cubic yards of excavation; putting in water and power services, oiling streets and areas; and 5,000 cubic feet of rock masonry.



The second unit of the projected development contemplates a \$100,000 project in co-operation with the WPA to require 18 months to complete. This is at no expense to the county, the money being made available from allocations from state revenues on pari-mutuels.

Bearing in mind that the \$100,000 project is yet to be instituted and that the view above shows projected improvement as well as completed work, the numbered designations in the picture are: (1) Quarter-mile arena; (2) Exhibit pavilion, 100 x 150 feet; (3) Grandstand to seat 4,000; (4) 60,000-gallon standpipe and observation tower; (5) Exit on county road for departing cars; (6) Parking area; (7) Concession and exhibit area; (8) Permanent marquee and entrance; (9) Proposed lake; (10) Concrete platform for dancing or skating; (11) Stock exhibit buildings; (12) Stables; (13) Reproduction of Hangtown Creek and old Hangtown; (14) Outdoor theater; (15) Children's playground; (16) Well and pump-house.

The project is under the direct supervision of County Engineer Don M. Hoffman, who has made all plans, specifications and designs for the project, and to whom we are indebted for the designations and sketches on the accompanying picture.

EL DORADO COUNTY FAIR PROGRAM

Wednesday Evening, August 23rd

Gates open at 6 p.m.

Clark's Greater Shows.

8:00 p.m.—Old Time Dance; costume prizes.

Thursday Evening, August 24th

Gates open at 6 p.m.

Clark's Greater Shows.

8:00 p.m.—Amateur Vaudeville Contests, \$30 prizes.

Friday, August 25th—Placerville Day

12:00 noon—Gates open to exhibition.

2:00 p.m.—Clark's Greater Shows.

8:00 p.m.—Jitney Dancing.

Saturday, 26th—El Dorado County Day

10:00 a.m.—Gates open, judging starts.

1:00 p.m.—Clark's Greater Shows.

2:00 p.m.—Children's Program.

8:00 p.m.—Firework's Display. 9:00 p.m.—Grand Ball.

Sunday, 27th—American Legion Day

10:00 a.m.—Gates open to exhibits; Judging Horses, Dedication of Grounds; Clark's Greater Shows; Horse Show; Drum and Bugle Corps; Scotch Kiltie Band; Japanese Kendo Contests; Log Bucking, \$25 prizes; Log Chopping, \$25 prizes; John Studebaker Wheelbarrow Race, \$100 added prize money.

6:00 p.m.—Jitney Dance.

By Way of Explanation and Appreciation . . .

The work of gathering, assembling, compiling and composing this Souvenir And Progress Edition in honor of Homecoming Week and the County Fair has proved in many ways to be a larger undertaking than we expected it would be.

The businesses of the community have supported us in our work with an enthusiastic spirit and it became apparent soon after the preparation of the edition was begun that we would not be capable within the time allotted of including in the edition pictures and sketches concerning all of the business houses of the county. Therefore, some of the businesses were not contacted.

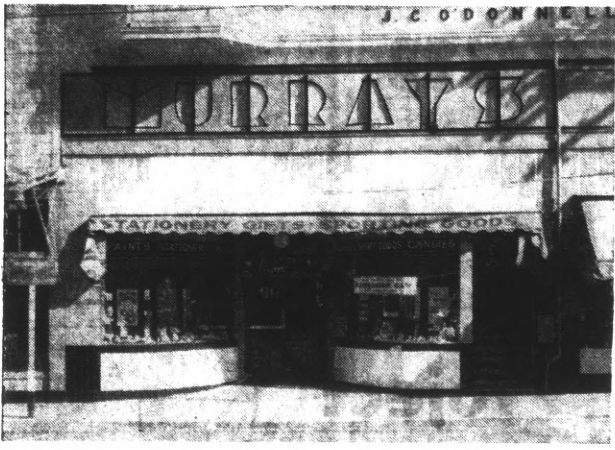
To those firms we say that they will have the opportunity at a future date to participate in another Souvenir And Progress Edition.

We extend our appreciation to the merchants herein represented, for their support of the edition and their assistance in compiling the material for many of the sketches.

Acknowledgements also are due County Engineer Don M. Hoffman, for his co-operation in explaining in detail the fair grounds improvement project, and to Stanley Barker, our photographer, for the high quality of his aerial pictures.

Know Your Hometown Merchant Better.....

'49er Mural At Murray Store



Fifty-nine years of continuous service is the record of the stationery, tobacco and sporting goods business now known as "Murray's." Established as a tobacco shop in August of 1880 by J. C. O'Donnell, son of John O'Donnell who built the Empire House in '49, the business soon grew into a book, stationery supplies and toy store. For forty-two years it was headquarters for Santa Claus (John O'Donnell played the role) and has always been dear to the hearts of El Dorado County children. The O'Donnells sold out to Joseph Scherrer in August of 1922 and Mr. Scherrer conducted the business along the same general lines until October of 1924 at which time it was purchased by A. H. Murray Jr. Although the store has been completely modernized in late years, the tradition of the old O'Donnell store still survives. The '49er atmosphere is preserved by a colorful mural depicting the history of "Old Hangtown."

The building is still owned by Miss Mary O'Donnell, sister of John and Con O'Donnell.

Dillinger Notes Many Changes

When you visit old scenes of El Dorado County again, you will still be welcomed at this old land mark, says H. E. Dillinger.

We succeeded C. P. Winchell on August 16th, 1916, almost a quarter of a century ago, and Mr. Winchell had operated here a furniture store and "Funeral Parlor," as they were then called, for over 25 years before that, a total of over a half century.

When we "Took Over," we knew nothing whatever of the business, but we believed then, as we still do, that the first requisite was to gain the confidence and keep the customers by fair prices, "square" dealing and courteous service. Today, we consider the confidence and good will of our customers the most valuable item of our inventory.

Back in "Them Days" we sold excelsior mattresses, and "Combinations," which were excelsior with a thin top of cotton, also, a "Shoddy," made of chopped up used rags, not sterilized, and not marked with a red tag, as now required. Spring filled mattresses, which are the bulk of sales today, were unknown, as of course, were the new rubber mattresses that are beginning to come in now.

We sold "Ingrain" carpets, and a little printed linoleum. No inlaid of the beautiful designs we show now. Wall paper had borders 18 inches and 24 inches wide, with very large figures. Huge brass beds were considered "Elegant," and the springs were made of woven wire with wood frames.

In funeral service, the change has been equally great. Then we had a horse-drawn "Hearse," high and solemn, with driver and director riding on top, outside, through rain, or heat or mud. Today, we have a modern, motorized "Funeral Coach."

Today, practically everything we sell is cheaper and better than it ever was, and, truly, you "Get more for the dollar you spend on your home than for any other dollar you spend."



H. E. Dillinger

Boggs Body Works City's Oldest

Pioneering the body and fender repair business in Placerville, Fred Boggs established his shop approximately 13 years ago, early in 1927, in John Dugan's Garage. Before that, for a few months he had worked for Ollie Hirst in the Class "A" Garage.

Mr. Boggs came to Placerville with wide experience in his chosen phase of the automobile repair business, having been employed for 15 years in eastern automobile manufacturing cities; among them Toledo, Racine, Detroit and Kokomo, Indiana. In the latter town, his birthplace, Mr. Boggs states that he worked for the manufacturer of America's first automobile, the "Haynes."

Learning the body and fender repair business and car painting from the "ground up" has given foundation for steady progress until today Boggs Body and Fender Shop, located in the Tire Exchange Building near the junction of Main and Canal Streets is well patronized by a large following of satisfied El Dorado County motorists. Modern equipment has been added until the finest work can be turned out in record time.

Other services rendered car owners are upholstery, glasswork and specialized Duco painting—applied with fast working spray guns. In summarizing the progress made in equipment and methods of this automobile repair business Boggs indicates that things have come a long way in improvements since the days of dust-proof rooms for hand brushing paint on the car and hammering out fenders and body parts without the aid of the modern electric hammer, and other rubber cushioned tools.

Mr. Boggs is assisted in the business by his sons Robert and James.



Fred Boggs

Lewis And Lewis Have Two Shops

The present, up-to-the-minute Lewis and Lewis Plumbing and Sheet metal business is the successor to the original Alderson Tin Shop, later known as a plumbing and sheet metal shop, founded by E. L. Alderson in 1890. The business is located upon the original site at 253 Main Street, Placerville.

Operating as a can factory, thousands of cans were made annually by Mr. Alderson for the home canning of fruits and vegetables. Machines were operated by hand and many an order was placed for a 5000 lot.

Pioneering plumbing in Placerville, Hugh Lewis, senior, in the firm of father and son, came here from Richmond, previously learning the sheet metal and plumbing trade as an employee of the Standard Oil Company. He installed some of the first bath tubs for skeptical Placerville homeowners. Realizing the



Hugh Lewis Howard Lewis

ability of the young man and the advent of plumbing for every home, Mr. Alderson employed Mr. Lewis who successfully managed the business for 10 years.

In 1931, Hugh Lewis succeeded E. L. Alderson and in 1936 Howard Lewis joined the firm. Prior to entering the business Howard successfully completed a course in architectural engineering, at the University of Oregon, specializing in heating, ventilating and air-conditioning and since that time has completed an additional course of study in installation of air-conditioning units by the American Radiator Co. of Elyria, Ohio.

Opening a branch sheet metal business this year at Lake Tahoe, The Lewis and Lewis Plumbing Shop is now equipped with all the latest improvements, offering expert workmanship and quality merchandise. The firm is agent for Sunbeam heating, ventilating and air-conditioning supplies. Standard Kohler and Crane plumbing fixtures, and Advance electric and gasoline pumps.

In addition to the owners, who take an active part in the business, there are 4 employees: Jack Hansen, plumber, Howard Keller, sheet metal, Wallace Ripley and O. M. Lane, assistants. Hugh Lewis and Keller are in charge of the Bijou Park Shop.

Distributing Firm Notes Trade Gain

The El Dorado County Distributing Co. was established in 1932 by R. D. Hopkins and was located opposite the Ivy Hotel in a building which now is a part of the Diamond Match Co. After a year's steady growth the business was sold to Lindberg and Longhurst who then sold out to the present owner, George Yaeger.

With two years of successful management, the business had expanded so greatly that it had to move to larger quarters on Benham Street, its present location.

"The volume of sales we have now is almost a 200 per cent increase over 1934," said Mr. Yaeger. "Where we used to have 25 barrels of beer in our warehouse in 1934, we now have 150. That is real progress."

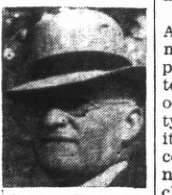
"Royal Crown Cola and Par-T-Pack beverages sponsor radio programs frequently and are nationally advertised products, bearing the seal of approval of the Good Housekeeping Institute. The popular Nehi products can be purchased from our grocer."

"El Dorado wine is made by the largest winery in California, the Roma Winery. We merely sell it under our own trade name, 'El Dorado.'"

"We are distributors in El Dorado County for Rainier, Buffalo and Schlitz Beers; Nehi, Par-T-Pack, Royal Crown Cola Beverages and El Dorado wines."

"All beer is good when it leaves the brewery but it must be handled as perishable goods or it will become flat and tasteless. It must be kept cold and in a dark place, and when transported must be out of the sun. Our warehouse is a stone building with 12 inches of earth between roof and ceiling. We keep all our beer in this dark room; the draft always in a special cooler at 34 degrees. When we haul from our warehouse to the consumer there is always a heavy canvas over the load keeping it cool until the last minute."

"The public is invited at any time to inspect these features of our warehouse and to see how their favorite drink is carefully handled and distributed."



George Yaeger

May Plumbing Shop Is Well-Equipped

On May 15th, or thereabouts, 1934, an article appeared in this publication telling the opening of a new plumbing shop in our fair city. Harold May, the son of a pioneer San Francisco family, an enterprising young business man, who had carried on with his father in a similar business, known as Gus May & Son, in the bay city for several years before, had come to Placerville to start business anew.

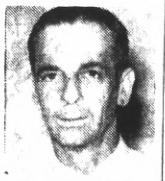
Mrs. Rita May, Harold's wife, daughter of Mr. and Mrs. Lester Hancock, a pioneer El Dorado County family, who is associated with her husband in the operation of the plumbing shop as bookkeeper, had proceeded to Placerville from San Francisco a year earlier, because of a better climate for her health. This, it is indicated, was largely responsible for the Mays making a change in business location.

Mr. May handled the plumbing contract on the first Federal Housing loan home construction, that of the Model Home, in Placerville, during the summer of 1935.

That fall the Mays added to their thriving plumbing business complete equipment for a sheet metal shop, which investment has proved exceptionally successful. Also additional and modern plumbing equipment has been added from time to time until now large commercial contracts can be handled as readily and efficiently as that of a small dwelling.

Plumbing supplies and fixtures, heating equipment, water heaters, pumps and other allied merchandise is stocked and a thriving retail sales business is established. Displays in the main part of the store building are shown of bathroom and kitchen fixtures. In this line Mays have the exclusive agency for Briggs' Beautyware; colorful and durable, these bathroom fixtures are becoming exceedingly popular.

May's Plumbing Shop and Sheet Metal Works, is located in the same building in which it was first established; a building owned by Clara Davis, 594 Main Street. Mr. and Mrs. May extend to you a most cordial welcome to visit their store at any time.



Harold May

Sportsman's Shop Dates From '60s

It has often been said and written of this store: "The Sportsman's Shop. Your Sporting Goods Dealer for Twenty-five Years!" This apparently is a very conservative statement, for looking back into the history of the business, it is learned that it was first established by Johnny Dench, back in the early '60s—being located on the site of what is now the Budweiser Cafe. Later the business was bought by Louis A. Reeg who moved it into the Masonic Building in 1912 and operated it until shortly after the close of the World War, at which time it was sold to Dr. W. A. Rantz. In 1920 Rantz took Don H. Goodrich into the business and in 1922 he bought out his partner's interest. Since that time Mr. Goodrich has operated as sole owner.

In relating the history of the business and merchandising methods Mr. Goodrich states the first stocks of merchandise handled were of sporting goods and automobile accessories. For several years after moving to the present location, "Jake" Lewenstein operated a harness shop in the rear of the store.

Some of the first radios sold in Placerville were handled through the Sportsman's Shop. And in the days when loud speakers were few and far between, crowds of interested citizens would gather to hear special broadcasts. The store was appointed exclusive agent for General Electric products in 1928 and on April 5th of that year the first General Electric refrigerator was sold in El Dorado County—it is still running and doing a satisfactory job for its owner, Mr. Goodrich.

With the discontinuation of automobile accessories, other stocks were added such as a full line of Sherwin-Williams Paints, electrical wiring equipment and supplies, garden tools, small appliances, electric clocks. In 1937 a large stock of hardware of various kinds was added. An exceptionally good stock of sporting goods has always been displayed, with a particularly large showing of fishing tackle, guns and ammunition. Golf, baseball, softball, and tennis equipment can be had, while a complete and high quality line of ski equipment is stocked through the season. George Green, competent and courteous clerk, has been with the firm since 1918.



Don Goodrich

Rupley Brothers Have 2 Branches



Starting business in the early part of 1933 at 12 Center Street, Rupley Brothers confined operations to feed, fuel, and transfer service. They gradually branched into construction equipment until the trucking and contracting now forms the main volume of the business. The feed and fuel line has been dropped. Dealerships for the De Soto, Plymouth and General Motors Trucks were also established in 1933 and have been continued.

With the growth of the business branch offices for trucking and contracting were set up in Auburn, Placer County, under Chas. Jerrett Rupley; and at Oroville, Butte County, an office was established in charge of Theodore Rupley. Main offices are in Placerville with Jack E. Rupley and Mrs. Clara Rupley in charge. Chas. J. Rupley is active in mining interests in the county.

A minimum of twelve men are employed and during rush seasons this number is doubled. Rupley Brothers is the largest firm of its kind in El Dorado County operating trucks, shovels, bull-dozers and grading equipment.

Andersen Store Opened In '28

In 1906, William J. Andersen, now one of Placerville's progressive merchants, was a student clerk in August, 1906, in the store of the late Lulu J. Sumner at the corner of Main and Coloma Street. Active in her work Mrs. Sumner built a thriving business at 261 Main Street, two doors west of the Post Office. The motto of the business is: "Flowers and Service the Best."

Following Mrs. Sumner's death, in April of this year the business was taken over by Mrs. Doris Sumner, wife of C. M. Sumner, son of the founder, Mrs. Doris Sumner, a capable florist has had considerable training, having studied designing and arrangement in San Francisco in 1934 after which she assisted with funeral and bouquet work at the store.



Wm. J. Andersen

Customer satisfaction, coupled with high quality, nationally advertised merchandise, made the store's success assured from the outset. In 1935 additional space was added in an upstairs room at the rear of the building. In 1936 an entirely new tile front was installed, bringing the store's location up-to-date in appearance and shopping convenience.

Featuring a wide stock of dry goods, the store is also well known for its large selection of well-known nationally advertised merchandise, such as: Kayser and Theme underwear; American Lady Foundation Garments; the famous Pioneer line of ladies' dresses; Gantner Knitwear for women and children; Vanta and Nazereth infants' wear and layettes; Esmond and Wear-Well mixed quality blankets; Oregon City Woolen Mill blankets; Butterick Pattern Service. Added to these are Embroidery Cutlons, Stamp Goods, Drapes, Curtains, Towels, Bed Linens and spreads.

Employees are Misses Mabel Cook and Mabel McKenzie.

Flower Shop Makes Design Specialty

The Placerville Flower Shop was established in December, 1932, by the late Lulu J. Sumner at the corner of Main and Coloma Street. Active in her work Mrs. Sumner built a thriving business at 261 Main Street, two doors west of the Post Office. The motto of the business is: "Flowers and Service the Best."

Following Mrs. Sumner's death, in April of this year the business was taken over by Mrs. Doris Sumner, wife of C. M. Sumner, son of the founder, Mrs. Doris Sumner, a capable florist has had considerable training, having studied designing and arrangement in San Francisco in 1934 after which she assisted with funeral and bouquet work at the store.

In addition to the florist service, with specialized designing and arrangements for funerals, there is an excellent assortment of flower vases, baskets and supplies carried in stock. A delivery service is maintained to all parts of the city and the fresh cut flowers and plants are quickly and carefully delivered to your party. It is a very simple matter to do, and is convenient and inexpensive.

Only the finest cut flowers are handled at all times, with a special designing service for funeral, corsages and bouquets. Proper refrigeration methods are used to keep all flowers fresh and beautiful.



Doris Sumner

Farrell Stresses Satisfaction

H. N. Farrell as authorized dealer for the Western Auto Supply Co., opened his own independent store in Placerville February 15, 1935, in the same location from which the business is now being operated, 450 Main Street. A new store in a new building.

While the business is privately owned by Mr. Farrell it is operated upon the same general and liberal policies featured in all Western Auto Supply Co. stores—giving customers the advantages of quantity buying and offering a guarantee of satisfaction. In fact, a double guarantee—one by H. N. Farrell, another by the Western Auto Supply Co.

Mr. Farrell came to Placerville to go into business for himself after having served 12½ years as manager in Western Auto Co. stores in Arizona and California. This wide experience makes for expert advice and capable service in selling automobile parts and accessories.

The stock of a regular Western Auto Supply Co. variety of automobile accessories, campers' supplies and fishing tackle, radios, motor oils is one of the most complete of any business in El Dorado County. In addition approximately 6,000 items in automobile parts and accessories are carried. Well known names of dependable proven merchandise are on the list, such as: Western Giant Tires, Penn Supreme and Long-run Motor Oils, Wasco and Wizard Batteries; Western Air Patrol and Motorola Radios; Superior Washing Machines; Western Flyer Bicycles. To this list has been added high quality house paints, sporting goods and tents. In fact public acceptance has caused additions of new merchandise as fast as it comes onto the market.

At the rear of the store, with an entrance off Reservoir Street, a service platform has been constructed. This is used for installation of tires, batteries, radios and car heaters. Many of these items are installed at no extra cost.

Customers should remember this in purchasing supplies from Western Auto: the company's organization and stores are spread over 11 western states—from Mexico to Canada, and no matter where it is first purchased, "Our motto," says Mr. Farrell, "is 'The customer must be satisfied.'"



H. N. Farrell

Kelly Grocery Is 26 Years Old

Runner-up for the longest number of years in the grocery store business in Placerville, Marshall Kelly, owner and active operator of Kelly's Grocery, located at 359 Main Street, first began hewing out a niche in El Dorado County business circles on June 1, 1913, when he bought out W. H. Sumner, operating a grocery store in the location of what is now the Wudell store. In June, 1914, Kelly moved the business to the Sigwart building at the corner of Main and Coloma Streets. In 1923 he moved to the present location, having bought the building from James Richards and buying a competing business from S. G. Beach, a year later.

In 1937 a complete meat department was installed, a full basement was arranged for storage facilities; refrigeration was added until the store now has three big coolers for keeping merchandise fresh and cool. On the shelves and in displays are more than 2500 articles for sale. The store, although independently owned and operated is a member of the Red & White organization.

In the early days of running a grocery Mr. Kelly recollects when most all customers purchased a month's supply at one time and delivery was made with horse and wagon. The store operated strictly as a staple grocery, handling no bread, meat, fruit or vegetables. Since then grocery stores have been departmentalized.

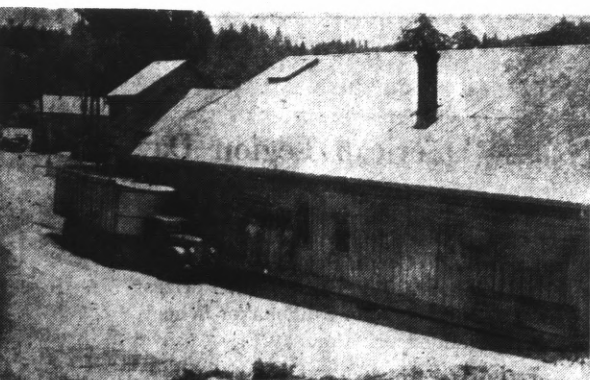
M. T. Kelly until now they are a one-stop, complete food store. Kelly's Grocery lays claim to operating the first motorized delivery in Placerville, when in 1916, a light truck was given a trial. However, a single horse unit was kept for emergency but was soon discarded entirely.

Today prompt delivery service is maintained to all parts of the city and to the immediate trading area. Employees and their departments are as follows: Howard McKenzie, fruit and vegetables; Glenn Cribbs, warehouse stock and delivery service; Joe Bloddeux, wines, soft drinks, candy and wholesale trade; Merco Petach, meat market manager; Jean Drury, assistant; Loren Dahl, clerk and delivery; Donald Cosens, clerk and delivery; Miriam Anderson, bookkeeper.



M. T. Kelly

Sperry Warehouse Started In '88



The Camino Truck Service and Sperry Warehouse is the outgrowth of fifty-one years of continuous business started in 1888, just after the Sacramento to Placerville railroad was completed.

The Sperry Warehouse was operated during the years 1888 to 1933 by several business men for various short lengths of time. The original owner was Sam McGinnis, then a Mr. Saunders; later Charles Duff and E. E. Hutchinson. Mr. Duff soon sold to Hutchinson who in turn sold to C. W. Minahan, who operated the warehouse until his death in 1935.

C. W. Melbye and Jess T. Leitenberger, in 1933, bought the establishment and soon added the trucking service which is now an outstanding part of the business.

Since 1933 the business has more than tripled. A large stock of grain, feeds, flours, eggs, house paints and farm supplies are always on hand for delivery at any time.

The trucking business has grown rapidly in the last five years. Six trucks are now in the service ranging in size from one ton to twenty-five ton capacity and all are in constant use.

There are seven employees; four truck drivers and the rest attending the warehouse. All of them are always eager to make new friends and to treat the old ones fair and square.

GET ACQUAINTED WITH YOUR HOMETOWN MERCHANT

Dodge Agency Has Steady Growth

The Placerville Automobile Company, now owned and operated by Philip U. Frost was incorporated by the late W. S. Kirk in 1921. Frost, who started as a mechanic in the Ford garage in 1916, worked up in the business until he was made manager of the Placerville Auto Co. in 1923 for Mr. Kirk.

The business was then being conducted in the Albert Shafsky building, now known as the Santa Rita Hotel. The present building, now known as the Court Garage, located next door to the city hall, Main Street, Placerville, was constructed by the firm in 1922, being designed especially for garage requirements.

Dodge dealers, with sales and service for the past sixteen years, the Plymouth agency was later added, the business enjoying a good steady growth through the years. In 1938, the company was appointed the county agents by Earl C. Anthony for Packard cars.

In addition to agents for new and used cars, a complete automobile repair shop is maintained. Addition of equipment from time to time, keeping abreast of automotive manufacture, has brought recognition to the firm as having one of the most complete and modern repair shops in Northern California. Only high quality materials are used and expert workmanship is guaranteed. Complete overhaul and repair jobs on both trucks and cars, has been a specialized feature with the firm for many years.

To meet the requirements of manufacturers and the motoring public a large stock of parts and accessories is maintained at all times. With reference to the new cars, your inspection is invited. A price class to suit any financial requirement is to be had. The Plymouth is outstanding in the low price field, while Dodge offers quality, dependability and beauty, in a slightly higher bracket. Tops, is the Packard, with the superb designing and qualities of an aristocrat—more reasonable in price than one would suspect.

Members of the organization number four regularly employed mechanics, a salesman and the owner, Wm. E. Heuston, Robert White, Vernon Malm and Elmer Goltz, mechanics, with Melvin (Dr.) Sumner, assisted by manager Frost, as salesmen.

Placerville Hardware Has "Stayed Put"

The Placerville Hardware Co. still doing a thriving business after 85 years of continued service to the people of the "Empire County" extends a hearty welcome to any and all of the old-timers or the younger generation who favor us with a visit during this homecoming and fair season.

Established by I. H. Nash in a new two-story brick building built by Silas Randall in 1853 or 1854, this store has successfully borne the names of Nash Hardware (1854-1857), Smith & Nash Store (1857-1860), again Nash Hardware (1860-1872), Weatherwax & Pearson (1872-1875), Weatherwax Hardware (1875-1882), C. H. Weatherwax and Co. (1882-1883), Sturges & Alderson Hardware (1883-1885), Pioneer Hardware Store (1885-1905), McKee, Carr & Co. (1905-1907), to Placerville Hardware Co., Inc. (1907-) the present owners.

Joseph F. McKee, President has been associated with the company for 32 years. George W. McKee, secretary, entered the firm in May, of 1938, succeeding Frank Scherrer.

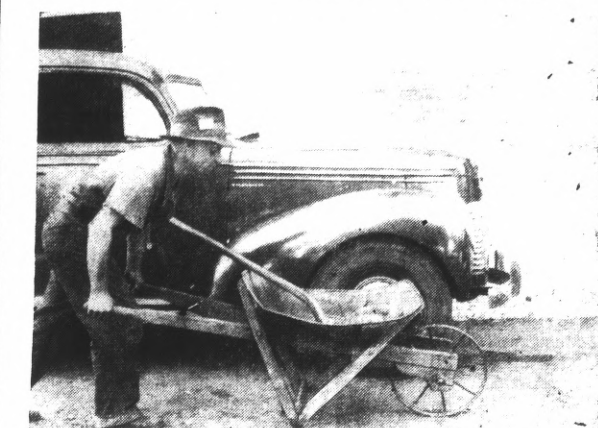
The Placerville Hardware Co. (according to all available records including the Retail Hardware Association's records) is unique and being the oldest retail store in continuous operation in the same building in Placerville, and the oldest hardware store in continuous service in the same building in California and possibly the West. The store still uses one of its original counters. Its five flues for charcoal fires used in the making of hydraulic pipe on the second story are now still in. Its stock are a few priceless articles used in the days of old.

The Placerville Hardware Co. has been agent for Giant Powder for 70 years.

From the turn of the century and with the advent of new ideas and methods, many new lines have been added: Sunflame oil heaters, Kitchen Kook and Kamp Kook stoves, Aladdin Lamps and supplies; True Temper, Stanley and Plum tools, full lines of crockery, cutlery, household and builders' hardware, Boyco and Lisk galvanized enamelware, Boysen paints and oils.

Again we extend to you a hearty welcome, and will meet your continued patronage with the same good service and pleasant smile.

Studebaker Wheelbarrow Race



C. S. COLLINS, Studebaker Dealer, has the No. 1 entry for the John Studebaker Wheelbarrow Race, a quarter mile Steeplechase around the track at the new El Dorado County Fairgrounds. The race is one of the main attractions for the 3rd annual county fair and will be held on Sunday, August 27th at 3 p.m. Several different events with rules and \$50.00 prize for each.

Pictured above is the Collins No. 1 entry, with wheelbarrows poised ready to start. At his side is the Champion Studebaker, the newest low-priced car to gain national acceptance.

The Studebaker organization invites you to see this thrilling event which is destined to become an annual affair of widespread importance in the Mother Lode Section, commemorating the life of John Mohler Studebaker, an El Dorado County Pioneer and founder of the Studebaker Corporation of South Bend, Indiana.

Cleaning Plant Is Up-To-Date

Prior to, and during the years of 1929 and 1930, the Placerville Cleaners was located in the old Graystone building. During this time the only method of cleaning was by hand-powered equipment using open fifty-gallon settling drums with gasoline as the only cleaning agent. This represented the most antique, unsafe and unsatisfactory method of cleaning known to the industry, requiring several days or a week to get an unsatisfactory job done.

About 1931 the business was purchased by L. W. Loomis who moved it to its present location, 368 Main Street. Much of the old equipment was junked and garments were sent to Sacramento for cleaning only, the finishing being done in the Placerville shop.

In March of 1937, the present owner, Mr. W. A. Mattocks, purchased the business from Mr. Leslie Kaa who was beginning to install some of the present modern equipment. Today, ten years later, the Placerville Cleaners and Tailors represents the most modern and best equipped cleaning plant in the Mother Lode. The present equipment is the fastest, most thorough garment cleaning equipment known in the field of dry cleaning—absolutely fire-proof and odorless. Where it used to take several days or a week to do a very unsatisfactory job of cleaning it can now be done right in as little as one hour of time.

The dry cleaning business as done today is a scientific art requiring the best of skilled help. Mr. Mattocks has had many years of the best practical cleaning experience and has done much research work and is recognized as an authority on dry cleaning methods and procedure. U. John Fox who came to the Placerville Cleaners on June first is a graduate of the National Institute of Dyers and Cleaners at Silver Springs, Maryland, a suburb of Washington, D. C., and has had ten years of practical experience. All garments are handled by clean, healthy craftsmen of many years experience. No better cleaning can be had anywhere than right here in Placerville at W. A. Mattocks Placerville Cleaners and Tailors.

Diamond Match Co. On Pioneer Site



The Diamond Match Co. with its modern machinery, yards and shopping conveniences at 598 Main Street, Placerville is located on a historic site of the lumber industry of this county.

It was here in the early 60's that J. & J. Blair, established one of the first retail lumber yards in this community. In 1902 it became J. & J. Blair Lumber and Lands and in 1914 was succeeded by the J. B. Blair Lumber Co. In 1935 members of this corporation sold out all holdings in connection with the lumber business to The Diamond Match Company.

This organization with its vast resources, have 55 yards in California serving its many customers with a complete stock of building materials, roofing, insulation and plywood and a full line of paints, and varnishes. A. H. Malm, is the resident manager. H. P. Petersen, bookkeeper, while other employees include: J. W. Whistler, clerk; W. W. Blair, J. W. Lowery, Ed. Middendorff, truck drivers; Mark Miller, yardman, Fred Fisher, millman; S. V. Englebritte, salesman.

FEATURES OF COUNTY FAIR PROGRAM TOLD

Clarks Greater Shows, with eight outstanding rides, has been contracted by the El Dorado County Fair and will open at the new Fair Grounds on the evening of August 23, Wednesday.

With the carnival definitely contracted, Manager L. J. Anderson now announces the program which

will feature the John Studebaker Wheelbarrow race, a steeplechase over a quarter mile course in full view of the spectators. From the interest shown by local firms and individuals it appears that there will be about 30 starters after the big prize. Minimum \$50.00 first prize will be awarded in all sections of the

race. The entry fee of \$5.00 will be added to the \$100.00 prize money set up by the Fair Board according to Chairman George Faugstad.

Other features will be an old-time dance with prizes for costumes, an amateur contest with \$30 prize money for which entries are so-

lited; Japanese Kendo contests, Scotch Kilts Band of Sacramento, Scouts, Manhart Post Drum Corps of Sacramento American Legion, The Little Dutch Band from the Fort Sutter Post of the Legion, open air dancing, horse show and amateur rodeo contests.

C. S. Collins Reviews History Of Studebaker Progress In El Dorado County

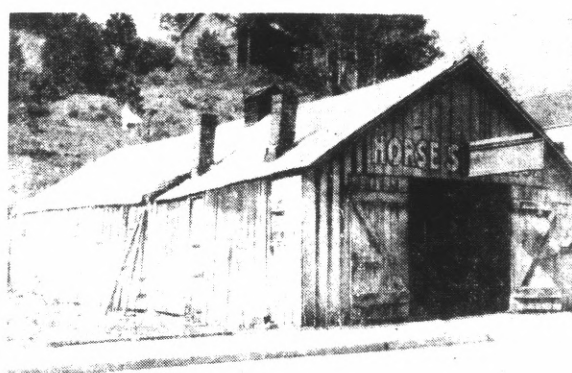
John M. Studebaker, in March of 1853 left South Bend, Indiana in a "prairie schooner," built by his own hands. This wagon, he gave to a company formed to cross the plains to California, in exchange for his passage. Five months later he arrived in Hangtown, with fifty cents in his pockets. Upon his arrival he was discouraged with the idea of gold digging and persuaded to build wheelbarrows. Young Studebaker started the following day building wheelbarrows at \$10 a piece.

Returns to South Bend

In the Spring of 1853, Studebaker returned to South Bend, with the humble stake he had earned in the California enterprise, to invest in his brothers' wagon and carriage business, for expansion.

Doing Things Right

For 86 years the name of Studebaker has been well and favorably known to El Dorado County. Founded in the tradition of "Doing Things Right," Studebaker is the oldest manu-



A view of the old blacksmith shop which is associated with memories of Studebaker, the pioneer, in Placerville. John Mohler Studebaker re-visited Placerville in 1912 and was guest of honor at a banquet for the occasion by Placerville citizens.

COLLINS HERE SINCE 1922

For 13 years C. S. Collins has been a Studebaker representative and active dealer in El Dorado County. Establishing an automobile business in Georgetown in March 1922, building the Forget-Me-Not Garage on the site of the old Orelli barn. The Studebaker agency was acquired in 1926. Ten years later, early in 1936, the Studebaker agency was taken over in Placerville, and the present location established at Market and Bridge Streets. Both businesses are maintained, offering dependable Studebaker service in two parts of the county.



C. S. COLLINS

PLACERVILLE—PHONE 350

Dealer-Distributor

GEORGETOWN—PHONE 1

Own This Money-Saving Studebaker Champion

Safest, strongest car in the lowest price field

Tests show you save 10% to 25% on gas!



Put your money on a winner and get a Studebaker Champion! This newest and finest lowest price car hold 35 official A.A.A. records for gas-saving and sustained long-distance performance!

You pay only lowest price for this car that's making sales history for 1939. Yet you get a recognized Champion in beauty and restful riding—a roomy, luxurious, true-blood Studebaker that you'll drive with pride and economy for years!

A MARVEL OF HANDLING EASE!

This Champion is easily the best balanced, most responsive lowest price car. Studebaker's expert Commander and President craftsmen build it.

At no extra cost, you get steering wheel gear shift, planar independent suspension, non-slam door latches, many other desirable Studebaker innovations.

Take a trial drive in a Champion now. Priced as low as \$823 delivered here—easy C. I. T. terms.

GET ACQUAINTED WITH YOUR HOMETOWN MERCHANT

Fox Pharmacy Is "70 Years Young"



This modern up-to-date pharmacy is now operated on a site and in a portion of the original building at 360 Main Street, Placerville, where it was first established in 1869 by A. A. Voorhies. Present owners are: A. S. and J. E. Fox and the latter's son, Woodward, who was taken into the firm in January, 1939. Fox Brothers acquired the business and the building in 1907, from Mrs. S. J. Alden, whose husband, S. J. Alden, bought into the firm with Van Voorhies approximately 10 years after it was founded.

After Van Voorhies, Alden had as associate, Vince Campini. From this combination, S. Washburn acquired the business which, after a few years, was transferred to Campini and John Witmer. Just prior to 1907, the store reverted to Mrs. S. J. Alden, who in turn sold to the present

owners. From the time of its foundation until 1907, the business was known as the Miner's Drug Store; later to be known as Fox Bros. Drug Store, and more recently as Fox's Pharmacy. In 1917 a major improvement was made when the old iron doors, typical of all early-day buildings, were removed and a new front installed.

Bringing it still further up-to-date an entirely new front has recently been installed with latest type display windows, and the use of a new type of glass for decorative purposes, bordered around the regular plate glass windows. White stucco is used as a supporting feature.

In addition to the three members of the firm, already mentioned, Virginia Slaterbeck, a competent employee for 10 years, is the bookkeeper.

Cannon Chevrolet Has Modern Plant

Tracing the history of transportation and allied industries, the horse was succeeded by the automobile—likewise the livery stable was succeeded by the Garage. Thus was the history of the building now housing the Cannon Chevrolet Company's garage. Established in the early '80s by Jack Stevens, the business was taken over by Henry Marks and Mrs. Woodward in the '90s, and about 1910 they began to see the trend toward a change in transportation facilities and soon thereafter changed the business over to a garage.

Later the business was taken over by James Woodward and operated by him until 1932. He was succeeded by Crocker and Chevrolet Co., who in turn was succeeded by Cannon Chevrolet Co. in 1936 with Lloyd Cannon, manager.

During this period the building had undergone many changes, being partially rebuilt several times. In May, 1939, under the direction of Cannon the front part of the building was completely remodeled, with new parts room, show room and offices being added.

Chevrolet sales mounted to an all-time high in 1937 and their popularity and the service rendered by the Cannon Chevrolet Co. has continued to grow in demand.

Some of the latest equipment to be added is the Weaver counter-balance, which will determine to precision the degree wheels are out of balance, and the Electric Eye Headlight Tester, where driving beams may be correctly regulated in a few minutes. It is said of the counterbalance is the only one of its kind in El Dorado County and the third to be installed in Northern California.

Improved lighting effects have been installed, known as fluorescent lights, to enhance the beauty of the outside front of the building and to illuminate 3-foot letters on the huge sign depicting the name of the business.

In addition to Mr. and Mrs. Lloyd Cannon, the latter being the bookkeeper for the firm, the Cannon Chevrolet Company, is giving employment to ten men:

Merle Thomas, Service Manager; Paul Julio, lubrication manager; Emil Christman, manager parts department; Ed Reeder, body, fender and painting department; Roy Boom, shop foreman; Thurman Puthuff, mechanic; Romey Puthuff, body and fender repairing; M. V. Harlan, lubrication; Max Morrissey, service; Paul Bond, salesman.

The local manager, Fred Spicer, came to Placerville when the Sterling Lumber Company first opened here, as assistant manager, and in 1938 was promoted to the position of manager. Courteous and competent, he has been associated with the lumber industry in California since 1910.

The Sterling Lumber Company of Placerville, is owned by the Sterling Lumber Company of Oakland; a strictly 100 per cent California organization. Their slogans, which are rigidly adhered to are: "A Stick to a Million Feet" and "Sterling Quality Always."

The Company buys all the El Dorado County products possible, which are adaptable to their business. This includes all their soft pines, and as much fir as is obtainable. They buy for resale a large amount of local concrete mix, together with hydrated and processed lime.

Their smiling assistant manager, "Wes" Woods, is also another local product, having been born and raised in El Dorado County.

The Sterling Lumber Company has enjoyed a steady increase in business since they first opened and, they wish, at this time, to heartily thank the people of El Dorado County for the splendid co-operation and patronage accorded them, making possible this steady growth.

The Quality Shop offers home-makers of Placerville and El Dorado county a most complete selection in wearing apparel, dry goods, household goods, yardage, lingerie, hosiery, and millinery.

Bea's Beauty Salon In New Building

Bea's Beauty Salon offers mid-lady of Placerville and El Dorado County an exceptionally up-to-date and complete beauty shop service, from the artistic appointment of modern fixtures and equipment in a fully air-conditioned, new building, to the expert and specialized administration of beauty aids and styling and shaping coiffures.

Owned and operated by Mrs. John Burcham (formerly Bea Mattocks) the business was first taken over February 13, 1939, from J. P. Ainsworth, who had established it a few years before at 440 Main Street. The business and all of the equipment was bought by Mrs. Burcham and operated at that place until June 12, 1939, when the entire business was moved to a new building at 249 Main Street, four doors west of the post office.

The equipment of the latest design and manufacture, includes four dryers, Shelton Thermique permanent wave machine, Sunbeam Shampoo Bowl, and three operator booths. The reception room is furnished with modernistic furniture. The entire shop arrangement is of Mrs. Burcham's own design and selection. Leading mania features Bea Burcham

cosmetics are sold and the styling and hair is a specialty. A special course of instruction equipped Mrs. Burcham with specialized training in haircutting. Mrs. Maxine Bergantz assists Mrs. Burcham in the operation of the business and Miss Grace Wider specializes in mania.

Recently added to the other quality merchandise is the only original luminous make-up created by Helaine Seager. This make-up consists of Luxury Sheen cream rouge and lipstick. Luxury Sheen brings out not only the natural sheen of the skin but also adds a rosy flattery under brilliant lights. It is positive proof against wind, sun and water. Powder is not required. Helaine Seager's make-up is beneficial to the skin and will not clog the pores. It is rapidly replacing ordinary make-up.

At all times only the highest quality products are used in Bea's Beauty Shop.

O'Keefe Business Is 60 Years Old

The furniture business of the Home Funeral Parlor Service, now known as the M. O'Keefe Company, and operated by Maggie L. T. Atkins, was founded more than 60 years ago by the present owner's father and mother, Mr. and Mrs. Michael O'Keefe, a pioneer El Dorado County couple, who came here 1852-53.

The business was first established in what is now the Furniture Exchange building, and was owned by Billie Bolden.

The beginning of the business, it is said, was prompted by a suggestion of a friend, whose similar business had been destroyed by fire.

In 1902 the business was removed to the Golden Building, now occupied by the Mutual Grocery, and at that time owned by A. Mierion. In 1910 it was moved to the present location, buying the building from George A. Richardson. Five years prior to the death of the founder, M. O'Keefe, the business was taken over by Francis J. O'Keefe, a son; Krescencia O'Keefe, a daughter; and Margaret L. T. Atkins O'Keefe, a daughter. The latter now operates the business assisted by Henry Seitz.

The Funeral Parlors are now located at the rear and upstairs of the Furniture Store, with a drive-in entrance from Reservoir Street and a stairway entrance off Main Street. Representative of the name "Home" Parlors, it is conducted in that manner, with no Chapel ceremonies. Beautiful pictures and drapes are artistically arranged with easy chairs for comfort. Friends and relatives may stay as long as they wish. Meeting all requirements the business is regularly state inspected.

Following the death of her brother and sister, Margaret L. T. Atkins O'Keefe took over the entire business and since 1936 has operated it as sole owner. She is assisted in the work, by a faithful employee, Henry Seitz.

Adhering strictly to that line of business the Furniture Store boasts of a very complete and up-to-date stock of merchandise. Household furniture of all kinds, floor coverings, rugs, mattresses, springs and beds, oilcloth, with an exceptionally fine assortment of floor, stand and lamp. An expert linoleum layer is available in connection with the floor covering department.

Quigley Veteran Among Grocers

From a standpoint of continuous active years service, in the grocery store classification of those merchants still in business in Placerville, J. H. Quigley heads the list. Starting in business, December 7, 1904, he, as a junior member in the firm of Butts & Quigley, took over a going grocery store from Frank Zimmerman, which had been established, according to available records, by Abe Darlington's father more than 40 years before, in the same building and at the same location, corner of Main and Sacramento Sts. Prior to that, according to the late Garrett Young, the building was used for a Postoffice. Further information reveals that following Darlington, Ben Mason, an uncle of Frank Zimmerman operated the store.

The store remained in the name of Butts & Quigley (Butts being the late Lowery T. Butts) until 1910 when the former sold to Wm. Rust; the firm name changing to Quigley and Rust. In 1914 Quigley bought out his partner and has operated the business since as sole owner.

Re-counting the history and progress of the business, Mr. Quigley relates that the building remained the old type structure until 1916 when it was modernized. Until this time, there were no windows in the building; only three large iron doors, one at each entrance.

Prompt delivery service, dating back through the "Horse and Bug Days," has come along with the business. As late as 1914 Quigley's delivery team served as transportation for the fire hose-cart, charging through the muddy streets like unbridled fire horses. The delivery service was discontinued about 1917, being the second of its kind in town.

As the business continued to grow, many improvements in arrangements were made and new stocks added. A full sized basement is used for storage with modern refrigerator for keeping merchandise cool and fresh. An excellent line of cured meats is handled, also the finest fresh fruits and vegetables. A standard of high quality has been maintained at all times. In 1938 the store joined the Red & White organization, but still continues to stock other nationally known brands.

Employees are: Charles Fehman, clerk and supervisor; Jack Butts, clerk and delivery.

Baer's Store Has Large Selection

The clothing business now owned and operated by Max Baer, at 327 Main Street, Placerville, records indicate, was established more than three-quarters of a century ago. In the early '60s a firm known as Mierion and Jewell were operating a clothing store at the same location. This firm was succeeded by A. Mierion, to be succeeded by A. Mierion & Sons, who also conducted a banking business, termed the A. Mierion Banking Company, in part of the same building. In 1909, the clothing business was bought by Otto Newcomb and Max Baer, the firm name being Newcomb & Baer.

1912 the bank was removed to 310 Main, across the street, at which time the building was remodeled and an entirely new front put in; utilizing the entire store space for an up-to-date clothing business.

In 1914 Mr. Baer took over his partner's interest and since that time has solely owned and operated the business.

Immediately the addition of the famous Hart Schaffner & Marx line of men's and young men's clothing and Stetson hats, to the already complete stock, was made; until this store now affords its customers one of the largest and most select stocks of men's wearing apparel to be found anywhere in the entire Mother Lode section. Among this splendid selection of high quality merchandise is found such well-known nationally advertised brand names as: Intervoxen sox, Arrow shirts, Jantzen swim suits, Rough-Rider trousers, Allen "A" underwear, Grayco ties, Weyenberg shoes and boots, and White Stag ski togs. (Ski togs and swim suits also for women).

Stressing the importance and customer advantage of this nationally advertised merchandise, Mr. Baer, points out; the price and quality is the same no matter where you buy. Added to this the assurance of getting an exceptionally wide variety of colors and sizes, make this store a real asset to the community.

Employees are: Bert Meacham, managing clerk; Ernest Oppenheimer, clerk; Mrs. Maxine Chard, bookkeeper and secretary.

Combella Store Dates To 1897



For more than forty years the name "Combella" has been linked with good merchandising of men's clothing in the business district of Placerville. For it was here in 1897 that William Combella, father of William Herbert Combella, present owner, first began business.

In 1903 the firm name changed to Combella & Richards, and the following year changed back again to Wm. Combella, when the founder bought out his partner. In 1910 the present owner entered the business, and had as a partner Fred Gee, establishing the firm name of Combella & Gee. However, in 1918 the store took the name of Combella's, when W. H. Combella, son of the founder, bought

out his partner and took over the business.

Progressive and civic-minded, Wm. H. Combella, was the first to modernize his store front in 1934, and more improvements for the convenience of customers were added in 1936.

Stocking men's clothing exclusively, the following well-known lines of high quality merchandise are listed: Curlee suits and overcoats; Freeman shoes; Curran, Rainier and Buck Hecht, loggers', field and riding boots; Cooper underwear, dress shirts and sox; Whitney and Crown pajamas and shirts; Knox hats, Cheney ties, Headlight work shirts and overalls; also novelty costume jewelry, luggage and other leather goods.

Re-counting the history and progress of the business, Mr. Quigley relates that the building remained the old type structure until 1916 when it was modernized. Until this time, there were no windows in the building; only three large iron doors, one at each entrance.

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Furniture Mart Has Many Items

From a meager beginning on November 1st, 1934, when L. E. Coleman and H. E. Hunsaker, first opened a small second hand store at 9 Coloma Street, Placerville, the present business known as the Furniture Exchange has grown and expanded until a stock of several thousand items, of new and used furniture, householdware and home appliances is now on hand.

Soon after the establishment the business was moved to the present location at 435 Main Street. H. E. Hunsaker

October 10th, 1936, the owners bought out Cotton and Floyd Behringer competitors, and operated the two stores for a period of 10 months and then merged. In May, 1938, Hunsaker took over the business from his partner, Coleman, the latter retiring and moving to Santa Rosa. The business is now operated and managed by Mr. and Mrs. Hunsaker—Mrs. Hunsaker is the bookkeeper.

The store is divided into three general departments: stoves and home appliances in the front portion, second hand merchandise and work shop in the rear portion, while upstairs the entire floor space is devoted to displays and storage of new furniture, including a complete line of Simmons' beds, bed-springs and mattresses, dining room sets, breakfast tables and chairs and bedroom furniture. In addition in the main floor department a select line of floor covering is stocked, including the famous and well-known Armstrong's patterns of rugs and linoleums. Gas ranges and circulating heaters, camp stoves and garden tools are also stock in the new merchandise line.

In connection with the used stock and second hand merchandise, the owners state they have on hand at all times an exceptionally large variety of all kinds of household, wear, hardware, furniture, mattresses, books, musical instruments, office furniture, farm equipment, etc.

In addition to the two owners mentioned, there are two regular employees: W. R. Coleman and Pat Barry.

Soon gaining a reputation for the making of excellent soda, sarsaparilla, etc., Pearson also became Placerville's first ice dealer, hauling the product from Silver Creek, thirty miles up in the mountains. Later, a son, John Pearson, Jr., manufactured ice using water from the crystal-clear springs at the rear of his plant.

Mrs. Clara Pearson, now Mrs. Davis, continued the business for several years. Tiring of the responsibility, she disposed of the business to Scherrer Brothers, who by close application and improved methods soon increased the business to such an extent that larger quarters became necessary. It was at this time the present bottling plant was built, and all modern machinery installed. The firm of Scherrer Brothers, maintaining their reputation for high standard products.

May 1st, 1936, Robert A. Hook, succeeded Scherrer Brothers and shortly afterward changed the name to the Placerville Coca Cola Bottling Works, from which plant continues the manufacture and distribution of "Mountain Beverages," "A Beverage Fine Since '59." Mr. Hook also holds the exclusive franchise, in El Dorado County for the manufacture and distribution of Coca Cola as well as distributorship for Acme and Budweiser Beers.

With the beginning of the summer season this year the Placerville Coca Cola Bottling Works, located at 541 Main Street, adopted a new label and the new larger 12-ounce bottles for all soda waters. Behind this new label, with the inscription: "Mountain Beverages—It's the Water" and to which the slogan has been added: "Beverage Fine Since '59. Quenching Thirst Since Grandfather's Time," stands nearly 80 years of beverage manufacture and distribution. For it was here in 1859 at a location on Main Street, opposite the Ivy Hotel that John McFarland and Robert A. Hook built the first bottling works establishment, a predecessor to the Placerville Coca Cola Bottling Works.

Three regular employees are: W. D. George, Paul Labrie and F. W. Stoffer, all competent and experienced grocery store clerks.

American Laundry Has Modern Plant

The American Laundry, owned and operated by Mr. and Mrs. Roger Douvres is Placerville's only large commercial steam laundry, and is now equipped with the most modern machinery and method, capable of turning out work comparable to any plant in Northern California. In connection with the plant, but handled as an entirely separate unit is a complete dry cleaning plant, using the latest type methods of odorless cleaning.

In checking the history of the laundry business in Placerville, it is learned that on the site of the present American Laundry a washing service was started in the early '90s by a man by the name of Carbone. After a fire which destroyed most of the building, business was rebuilt and re-established by the late Seth G. Beach. Later the business was operated by a man by the name of Smith, who was succeeded by a Mr. Jones.

In 1916 E. T. Benney, took over the business and operated it until a fire in 1932. Reproducing, the business was operated by Mr. Benney until March, 1935, when the present operators acquired ownership.

Mr. and Mrs. Roger Douvres, who came here from Martinez, are exceptionally well qualified, having had many years experience in large modern plants in Martinez and Berkeley. Under their direction and supervision the American Laundry had been completely remodeled, with improvements and equipment approximating \$10,000 in cost. All equipment is run and heated by steam, supplied by a huge steam boiler. Other late type equipment includes: 4-piece shirt finishing unit consisting of collar shaper, collar and cuff press, another for sleeves, with still another special unit for front and back of shirts; automatic sox ironer; four large washers, 2 extractors and large mangles for finishing all flat work. In the Dry cleaning department, two new steam irons, a press and deodorizers have recently been installed. Fourteen employees are regularly on the payroll.

Their smiling assistant manager, "Wes" Woods, is also another local product, having been born and raised in El Dorado County.

The Sterling Lumber Company has enjoyed a steady increase in business since they first opened and, they wish, at this time, to heartily thank the people of El Dorado County for the splendid co-operation and patronage accorded them, making possible this steady growth.

The Company buys all the El Dorado County products possible, which are adaptable to their business. This includes all their soft pines, and as much fir as is obtainable. They buy for resale a large amount of local concrete mix, together with hydrated and processed lime.

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Sterling Lumber Co. Bought Beach Yard

The Sterling Lumber Company, has been located in Placerville, serving the needs of residents of the county, since March, 1935. At that time they took over the retail business and yard of the S. G. Beach Box & Lumber Company, a pioneer firm of the county. In 1936, keeping step with the progress of the county, The Sterling Lumber Company built a new office and sales building, completely modern in every detail.

In their varied, yet complete line of merchandise is included a full stock of building supplies; such as lumber, hardware, paints, roofing, glass, and a large assortment of insulation board and plywood.

The local manager, Fred Spicer, came to Placerville when the Sterling Lumber Company first opened here, as assistant manager, and in 1938 was promoted to the position of manager. Courteous and competent, he has been associated with the lumber industry in California since 1910.

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Quality Marks Cleaning Work

The name "Sharp & Dunlap" has been linked with high quality Dry Cleaning in Placerville and El Dorado County for more than 20 years. Coming to this city with 17 years experience in Dry Cleaning and tailoring business Harry S. Dunlap, with Marie Sharp as a silent partner, established a dry cleaner shop in 1916 in one of the Sigwart buildings, then located on the present site of the Ford used car lot on Main Street. Pioneering

the present modern dry cleaning method in Placerville this firm installed in 1935 the first synthetical cleaning plant in the city, and the second of its kind, known as the "National Synthetical Cleaning Plant," in the state.

During the early years of the business all dry cleaning, because of explosive and inflammable fluids used, had to be done out of the business section; therefore a complete Troy Cleaning Outfit was installed at the Sharp home on Cottage Street. Pressing and distribution only was from the business address.

After 12 years the business was sold to E. T. Benney; and in 1934 was re-established in the present location in the Reynolds building, 389 Main Street. Doing a nice business it is one of Placerville's fast-growing concerns.

In explaining the modern, safe method of dry cleaning the partners point out, clothes are run through a special formula cleaning solvent, which is washed and filtered automatically, thus causing the garments to pass through crystal clear fluid at all times. This fluid is absolutely non-explosive and non-inflammable. Poured directly on a flame it will actually put the fire out.

Two new Hoffman steam presses were recently added to further bring the shop up-to-date, thus affording customers prompt and efficient service at all times. A hat blocking and cleaning service is maintained, through an expert in Sacramento.

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Green Line One Of Newer Stores



The Green Line Food Store, one of Placerville's newest and up-to-date markets, was established June 4th, 1938, by Clyde Curtis, who after serving as store manager for one of the larger chain stores in Placerville for a number of years before, returned to open his own store.

Mr. Curtis is a capable food merchant, having had 15 years experience in the retail grocery store business coming to this county with an excellent reputation and references.

The interior of the store, with continuous type shelving and merchandise bins directly beneath, of the most modern arrangement, Customer convenience "with service

yourself" idea, has met with outstanding approval by the many customers of this county.

In November, 1938 a meat market was added and is owned and operated by Mr. Curtis making a complete Food Store arrangement.

Three large refrigerated boxes keep all food in excellent condition; meats, produce, butter, milk and beverages are cool and fresh, ready to serve, at all times. Also in connection with the store is a large storage warehouse and a parking lot.

Three regular employees are: W. D. George, Paul Labrie and F. W. Stoffer, all competent and experienced grocery store clerks.

GOLDEN HARVEST OF BARTLETT PEARS IN PROGRESS

Pacific Fruit Exchange Has 58 Local Grower-Members

Began Packing In Placerville In 1923;
Business Has Enjoyed Steady Growth

WITH UNDAUNTED faith in the fruit industry throughout California and prospects for a more stable pear marketing arrangement this year, the Pacific Fruit Exchange will have completed, this fall, its sixteenth consecutive year of packing and marketing fruit in Placerville and El Dorado County.

The organization first began operation in this community in 1923, when a small loading and shipping shed was established at the junction of Union and Market Streets in Uppertown, by Clifford Sweetey, then district manager. The following year the Pioneer Packing Company shed was taken over and grading and packing of bartlett pears for many growers became extensive operations.

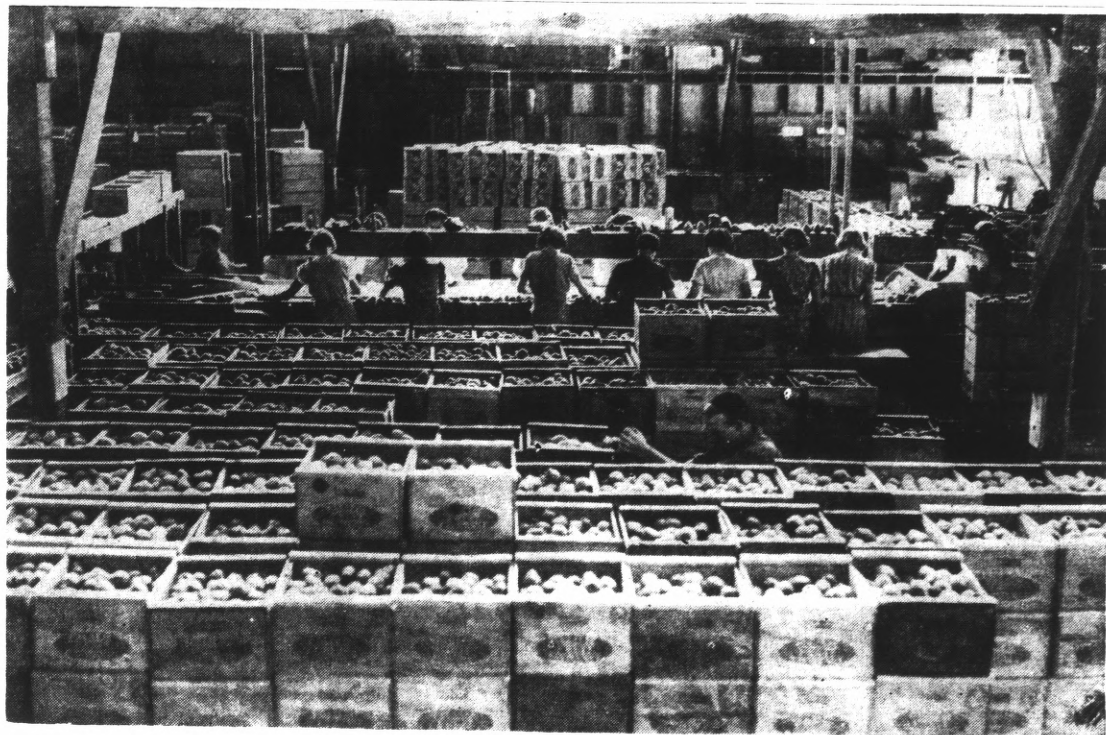
In 1933, Walter P. Leavitt, succeeded Earl Jeffery as El Dorado County district manager and through close application of satisfactory marketing arrangements and individual packing methods for each grower the company has enjoyed a steady and healthy growth. In 1933, 18 cars of fruit were shipped, packing out some 2900 packages of all varieties of fruit. In 1938, with a membership of approximately 50 growers, 98 cars were shipped, with more than 70,000 standard packed boxes of fruit.

Beginning this year at the end of the sign-up season, P. F. E. had a large member-growth list in California, with 58 included in the local organization. Although the crop is shorter than anticipated at the beginning of the season officials are certain of a good season with higher prices than last year.

Each grower's fruit is graded and packed separately, and shipped under a special and individual lot number, to outlets in more than 359 private markets throughout the entire United States and Canada. In this way good fruit grown in especially well adapted areas never has the grade lowered by mixing with other fruit of a lesser quality. This method is very popular with many growers throughout the state of California.

Through competent management leading to successful operations the financial status of the Pacific Fruit Exchange is in excellent condition and improvements of packing and marketing facilities are in constant progress.

Headquarters office is located at 85 second Street San Francisco, with the following officials and directors: Wilson H. Thompson, President; George H. Casey, Vice President and General Manager; Peter J. Huth, Vice-President; Edward J. Brown, Treasurer; Jacob F. Heintz, Secretary; W. L. Pritchard and Hillard E. Welch, Directors.



P. F. E., this year bought the packing shed in which they are now operating, at Washington street location. Six modern type grading and packing units are now in operation. All pears are packed and shipped under two labels as shown at left, "Blue Circle" and "Vein O' Gold." Here is pictured the full boxes packed in the refrigerator cars ready for shipment to eastern markets. P. F. E. also has arrangement for cold storage of fruit where it is kept to await favorable marketing conditions.



Fruit Advertises County To World

El Dorado County fruits are known throughout the Nation and under the impetus of trade promotion by various grower and shipper organizations they are beginning to carry the name of the county to the far corners of the earth.

It is not an uncommon circumstance any more to hear that some county resident on a vacation or business trip has seen labeled as having been grown in El Dorado County displayed for sale in stores in New Orleans, Washington, New York or New England.

Recently, reports have been received from Europe concerning the display and sale of El Dorado County fruits in markets there.

Of course, pears grown in El Dorado County are better known in foreign fields than our peaches or plums or apples because the pear crop is larger; it is our main fruit crop. Brand names which incorporate the county name or the name of the county seat have also helped to publicize our county as a fruit-growing area.

While the chief concern of fruit shippers in selecting these names was to obtain a brand name for their product, at the same time it is true that the shippers are contributing in a very definite way to advertising of the county by indicating on the labels that the fruit was grown in El Dorado County and shipped from Placerville.

That this reacts favorably as an advertising agent for the county is due to the high quality of our fruit and a tribute to the care in production, grading and packing which constitutes our fruit-growing industry.

In a recent article quoting a statement from the Pear Bureau office that pears should be properly conditioned and ripened before they are offered to the trade by wholesalers or retailers is evidence an extensive study of marketing conditions is being carried on. Stress is laid upon the proper ripening of pears, either in the wholesale or retail houses before they are offered for sale to the consumer. The same care should be taken with pears as bananas; and no merchant would offer a green banana to a customer. It was stated.

Send Boxed Fruit To Your Friends

The suggestion that county residents might help in the promotion of markets for El Dorado County fruits if they would "introduce" the fruit to their friends by sending sample boxes was made before one of the local service clubs.

But it was one of those things that is "everybody's job," and was never generally taken up and acted upon, although a large number of our fellow citizens do make it a practice to send boxes of fruit each year to relatives or friends living in less favored lands.

The proposal bears repeating for a broader market for El Dorado County fruits can have a definite cash value to the fruit-growing industry of the county and through that industry to the entire community.

Those who suspect that their friends may not be especially interested in receiving such a gift may be said to be like the man who was so close to the forest he could not see the trees.

El Dorado County fruits—peaches, plums and pears, are the equal of the finest in the land and far better in most instances than some of the fruit which is produced in other states, particularly the Rocky Mountain and Middle Western States.

The gift of a box of properly ripened El Dorado County Bartletts to some household which will appreciate an opportunity to sample our fruit may easily be the means of creating half a dozen new purchasers for the products of our county orchards.

In sending pears to friends or relatives, full instructions should be given as to the care of the fruit and the explanation that pears must necessarily be picked and shipped "green" and then properly ripened by setting the packed box in a dark cool place where the temperature remains somewhat even. A period of approximately 10 days is required from the time the fruit is picked, for it to ripen to an edible state.

Send a box of fruit to a friend.

Lambert Marketing Co. Packs 6 Years In Placerville



All packed boxes are carefully weighed and securely lided, as shown in the photo at right. Fruit is loaded in refrigerator cars for shipment to eastern markets. Through the Lambert Marketing Company's careful handling all fruit reaches the consumer in excellent condition. Their latest type equipment now consist of four 40-foot packing and grading units, with a large-type "Cutler" Washer, as well as separate bins for grading and packing of peaches and plums. The plant is now running at full capacity with an average of 45 to 50 employees.

Progress Of Organization And Method Of Packing And Marketing Told

ORGANIZING in the year of 1931, the Lambert Marketing Company, by the close of the first season, had established sheds for the packing and shipping of fresh fruits and vegetables through more than a dozen principal agricultural communities from Tehachapi on the south to Red Bluff in the Sacramento Valley, on the north.

Adopting a popular method of packing, in which member growers do not lose the identity of their fruit and vegetables, through expert handling facilities in the large packing sheds, the Lambert Marketing Company has made steady progress in the past eight years, until now it is represented in more than two score different fruit and vegetable areas in California.

In the San Jose and Stockton communities choice cherries are the principal pack. Readily for grapes: Delta Region of the Sacramento Valley for asparagus; Sacramento region, Suisun, Lake, Contra Costa, Mendocino and El Dorado Counties for top quality bartlett pears; in Santa Clara Valley winter pears are packed out fresh in large quantities, while at Vina in Tehama County choice nectarines are marketed. In the Oakley-Brentwood districts apricots are the chief pack. Expert knowledge of fruit, modern handling facilities, coupled with experience in precooling, storage and marketing, has gained a widespread and excellent reputation for the Lambert Marketing Company in all of these splendid agricultural areas of the state.

Coming to El Dorado County in 1933, beginning with only 15 growers and with a shipment of 16 cars or 8,300 packages, the Lambert Marketing Company has steadily gained new members, until last year (1938) more than 50 growers shipped 100 cars, packing out 70,397 standard pack boxes of fruit of all varieties, through their packing shed facilities. More growers have been added this year (1939) and officials of the company are optimistic about a better pack and better prices for the fruit.

J. A. Hodapp, district manager, established the first Lambert Packing Shed in Placerville at a location on Canal Street. The company in 1937 moved to larger quarters—taking over the S. A. Gerrard Company's shed and equipment on Main Street, near the El Dorado Irrigation District office.

All pears are packed and marketed under the company's well established labels "Big City" and "Placerville Gem," which are well known for their high quality by representatives in all the leading markets of the United States Canada and United Kingdom.

The administrative staff at the local shed is: J. A. Hodapp, district manager; W. H. Reynolds, shed foreman; Stanley Benthien, bookkeeper. The main office of the Lambert Marketing Company is in Sacramento, with Mr. W. A. Lambert, veteran fruitman and grower of San Joaquin and Sacramento Valleys, as president of the organization.

Pots & Pans Store Founded In '35



This beautiful, and comparatively new store, located at 448 Main Street, Placerville, owned and operated by Raymond Pyle.

The business was first established as a partnership by E. Van Haringen and Raymond Pyle, March 19, 1935, at 440 Main Street, two doors west of the present location. Later in the year growth of the business warranted enlargement and new stock and space was added February 1st, 1936 the firm moved to the present new location. In 1939 Van Haringen left the firm, selling out his interests to Mr. Pyle.

Re-counting the progress, according to Mr. Pyle, business started with a small stock of housewares. Increasing demands for up-to-the-minute merchandise has warranted increasing the stock constantly, until now this modern store offers the most complete stock of housewares and electrical appliances in El Dorado County. The policy of Pots & Pans has always been to sell quality merchandise at reasonable prices.

Well-known names listed in their splendid stock of merchandise include: "Poppy Trail" and "Fiesta" pottery; "W. S. George and Homer Laughlin" fine dinnerware; "Wear-Ever" Aluminum; "Vollrath" enamelware; Pittsburg Paints; Hollywood Greeting Cards by Buzza Cardozo; Johnson's waxes and polishes; Pyrex glassware; Remington cutlery; Community Plate Silverware; Hotpoint, Universal, Westinghouse, Sunbeam, Easy electrical appliances; Zenith radios.

Burger Successor To Pioneer Firm

A jewelry store in Placerville in 1862? Yes, indeed, and doing a thriving business, too. Thus was the beginning of the history of the business that is now owned and operated by Mr. and Mrs. Leo C. Burger.

Records indicate F. F. Barss established a jewelry store on Main



Leo C. Burger

Street, Placerville, early in the "sixties." Later the name changed to F. F. Barss & Son; then Fred Barss. In 1921, N. H. Burger, father of Leo, bought the business, merging with his own business which he had established in 1902 at a Main Street location known as the Sigwart Building, which was then on the present site of the Ford Used Car lot.

After the death of N. H. Burger in 1929, his son, Leo, who had been associated in the business, then known as N. H. Burger & Son, took over and since that time the store has been known by the name Leo C. Burger. During the period since 1929, Leo has bought out two other jewelry store competitors.

By careful planning and business acumen, all these businesses have been merged and molded into a most modern and up-to-date stock of high quality merchandise. Diamonds, Sterling Silverware, Roseville Pottery, Fustoria, American-made Watches, a variety of rings, and costume jewelry are some of the highlights.

Leo Burger is considered an expert in his knowledge of diamonds, among leading jewelers of the Pacific Coast, having made a study of their origin and value for many years. Some of the finest settings in solitaire and engagement ring mountings to be found anywhere, are on display at his store.

An authority on Gold and Gold Buying, Leo is well acquainted with the miners and their holdings in this county. Some of the finest specimen nuggets ever uncovered in this county are now in his possession and are occasionally placed on display. Because of honesty and fair dealing miners make Burger's Store a headquarters for information concerning locations and value of gold.

Carr's Service Founded In '22

Milo Carr, a progressive Placerville businessman for over 17 years, started in business in a location on Center Street, almost directly in the rear of Tracy's Shoe Store, in May, 1922. He bought out the business which had been established about a year before by Dick Bortel.

Remaining almost exclusively a battery and ignition service station, the business was moved in 1923 to a location on Cary Alley and across from what is now the Standard Oil Service Station. In 1930, the present site, near the junction of Main and



Milo Carr

Canal Streets, was leased from Frank Morey and Mr. Carr built his own building; the business being known since as Carr's Battery and Electric Service.

Specializing in carburetion and ignition service for all makes and models of automobiles and trucks, with battery service (recharging and sales of new merchandise) and motor tune-up as major features, the business has steadily progressed under the guidance of Mr. Carr's personal service and supervision.

Latest type equipment has been added from time to time, including a "Rockway" wheel aligner and "Guide" Headlamp Tester. In connection with the latter, the place of business has been designated Official Headlamp Testing Station No. 620. In case there are no replacements a certificate for this service is issued to the car owner for the small cost of seventy-five cents. Recently a radiator cleansing machine has been installed, enabling the thorough boiling out and cleaning of a car's cooling system without the expense of removing the radiator from the automobile.

Full equipment for battery recharging, with rental service during storage period, and a complete stock of new batteries is maintained, featuring the Exide line.

In summing up the service offered, Mr. Carr emphasizes the necessity of frequent checkup and inexpensive motor tune ups, to keep your car in excellent running order, thus avoiding expensive repair bills.

Raffles Stands On Historic Site

Raffles hotel is one of Placerville's outstanding buildings, beautiful in design and modernistic in appearance. It is a 4-story structure of 72 rooms, with coffee shop, taproom, dining room, and Spanish court. The fourth floor of 18 rooms and apartments was added in 1931, new front and taproom was finished in 1937, while this year the complete building was air-conditioned throughout by General Electric. The coffee shop has a seating capacity of 30, dining room 100; Spanish court 60. Free daytime parking to guests of the hotel and coffee shop is a feature of Raffles' service.

According to Lloyd Raffetto, the present operator, 31 people are employed, with an annual payroll of \$38,000. It is considered one of the largest individual payrolls in the city.

With reference to the history of

the site upon which this modern hotel now stands, the 75th Anniversary Number of The Mountain Democrat has this to say, briefly:

The building, erected by William Cary in 1857, just after the big fire which practically wiped out the town, was operated by him under the name of The Cary House for about ten years.

A three-story structure of brick, very modern for its time, had bath and hot and cold water, which was very unusual for a mining town, and was the headquarters for Wells Fargo & Co. and for all stages. It was estimated that \$90,000,000 in bullion shipped from Nevada had rested on the porch of the building in front of the express office.

Title to the property changed hands eighteen times before it finally came into the hands of John A. Raffetto, who purchased it in 1908. In 1913 the building was razed to make way for a new building which was completed in March of 1916 and operated under the name

of Placerville Hotel for a period of ten years.

In 1926 the hotel was completely renovated and refurbished and the management placed in the hands of Lloyd A. Raffetto, son of the builder, who gave it the name of Raffles Hotel. Since that time it has done much to establish Placerville in the minds of the traveling public as "a good hotel town."

Tracy's For Shoes Since 1861

Established in 1861, by H. N. Tracy, father of Perry S. and Henry H. Tracy, present owners, Tracy's Shoe Store, without fear of dispute, has been serving the people of Placerville and this county longer than any other business of its classification as an exclusive shoe store. Also from the standpoint of continuous operation by one family this business ranks near the top of the list

of old California firms.

For years H. N. Tracy's handmade boots were known the country over for high quality and perfect fit. Many prominent men throughout the state, and the United States, including senators, doctors, bankers and financiers were numbered among Mr. Tracy's large list of customers, their names being on special lasts in his shop. He was cutter and fitter, employees doing the assembling.

In the early '80's the business was moved to the present location at 325 Main Street, and at that time was considered one of the snappiest looking business houses in town, with a small display window, that pushed out and came into view when the large iron doors were closed.

Since that time the entire store front has been modernized and improvements made—presenting an up-to-date store in every respect.

With the advent of machine-made shoes, Mr. Tracy began to

stock them, carrying a complete line of dependable footwear for men, women and children. About 1900 the sons became associated with the business and at their father's death took over entirely, and have since operated the business.

Now the only exclusive shoe store in Placerville, Tracy Brothers are still maintaining this high standard merchandise and excellent quality, that has made the business such a success. Meeting the demands of the modern shoppers, their up-to-date stock, includes the nationally known Enna Jettick shoes for women; Florsheims for men; Admiration custom silk hosiery for women and Iron Clad Sox for men. Goodrich rubber footwear for every member of the family; high quality ski boots and a complete assortment of Dr. Scholl's arch supports and foot relief products are included in the large stock.

"Dependable Footwear" is still the slogan.

P. G. and E. Co.'s MARCH OF PROGRESS

MORE than one thread of association binds the Pacific Gas and Electric Co. to the past and the present of Placerville and El Dorado County.

While the "Hangtown" of the Gold Rush of '49 sprang into its hectic, bustling being long before electric light and power were dreamed of in California, the utility company still has one close tie to that early era. This is to be found in the ancient building occupied by the P. G. and E. at 516 Main Street, the oldest structure in all Placerville. Known originally as the Mountjoy House, it was built in 1852. Its thick walls of native stone stand today as an enduring monument to the days when Hank Monk drove into town at the gallop with Horace Greeley a passenger on the stage seat beside him. Or when outlaws were hung on Hangman's Tree and the camp teemed with miners and prospectors and fortune hunters from the far ends of the world.

The sturdy stone walls survived the fire of 1856 which destroyed every other structure in the town. Studebaker, the wheelbarrow maker who founded the carriage and automobile dynasty of the same name, was a near neighbor. Phillip Armour, later to gain fame as a packing house king, ran a little butcher shop on the main street and Mark Hopkins gathered the beginning of his fortune selling loads of groceries to the hungry gold seekers. Because of its historical significance, the old building bears on its side a bronze tablet recording its origin and dedicating it to the memory of California's pioneers. The tablet was placed there by Marguerite Parlor Number 12, Native Daughters of the Golden West.

With the waning of the Gold Rush era, mining in the Placerville region settled down to the more deliberate methods of permanent development and other industries, chiefly agricultural, were gradually established. The need for power became more and more pressing but it was not until 1879 that the first crude efforts to generate electricity for lighting and for industrial purposes resulted in the formation of the California Electric Light Company in San Francisco. This Company is credited with being the first in the United States to build a central station to serve customers with electricity. It was the pioneer unit of what is now the Pacific Gas and Electric Company and its successful development marked the actual beginning of the electrical era in this state. Mine owners were among the first to be attracted to this new form of power and small generating machines were installed at isolated points to serve mines then in operation. One of these was the little American River plant, built in the late eighties to supply power for a neighboring stamp mill. This original American River plant was situated on the south fork of the American River, northeast of Placerville. It was operated with water from Rock Creek and its equipment consisted of a direct current Brush machine, belt-driven by an impulse water wheel.

In 1903 the American River Electric Company was organized to take over the little mine plant and to build a new and better equipped powerhouse. Work was started on the new structure in July, 1903 and completed in December of the same year. Water was obtained from the south fork of the American river and transported to the generators by flume and ditch seven one-half miles in length. Power was transmitted from the plant by two transmission lines terminating in the city of Stockton. Seven years later, in 1910, the American River property was incorporated with other utility holdings into the Western States Gas and Electric Company which in 1923 was merged into the system of the Pacific Gas and Electric Company.

The American River plant, although old in point of years, one of the earliest of hydro electric generating stations in Northern California, has been kept up to date in equipment and operating efficiency. Its water supply is drawn from Slab Creek, One Eye Creek and the American River, fed by a watershed with a drainage area of 137 square miles. Its installed capacity is 3,134 horsepower.

Second and largest of the Company's two powerhouses in El Dorado County is the El Dorado plant, built and placed in commission in 1921 some distance upstream from the older installation. El Dorado power house draws its water supply from the South Fork of the American River, the flow being dropped to the power house nozzles under a static head, or pressure, of 1910 feet vertical fall. Installed capacity of the plant is 33,512 horsepower.

These two local powerhouses, American River and El Dorado, give to the El Dorado county and Placerville area a well equipped electrical system but they are not the sole source of power for the homes and the industries of the region. They are but a part of the P. G. & E.'s generating system which consists of 49 hydro electric stations and ten plants operated by steam. The company's entire system is fully interconnected and through a central dispatching office, electric energy is transmitted to every point of the system as it is needed. Either one or both of the local plants might be placed out of commission but El Dorado county users of electricity would still be assured of light, power and heat from the interconnected transmission lines which feed into the Placerville distribution substation.

Residents of El Dorado County, whether they live in a town, on a farm or in a mining community, have available to them in nearly all districts all the advantages of electric service enjoyed by those who live in the larger cities. Electricity in this modern day has made living in the country comfortable and convenient. It has brought the radio, the automatic refrigerator, the vacuum cleaner, the mechanical clothes washer and ironer, the automatic cooking range, the water heater, and ample light, to the country home as well as to the people of towns and cities. It is the universal household servant and labor saver.

No less has modern electric service aided the development of agriculture and of the varied industries to be found in El Dorado county. On the farm and in the orchard and vineyard, electric power pumps water for irrigation and performs a long list of other important tasks. For example it operates saws and hoists, poultry raising equipment such as incubators and brooders; dairy machinery such as milkers, sterilizers and feed choppers; it is a dependable worker wherever a motor can be installed. In the county's mines, especially, has electric power proved its worth. Mining operations today, wherever the property is within reach of the company's transmission lines, are conducted with the aid of electrically driven machines. Hoists, compressors, locomotives, stamp and ball mills and a great many other parts of mining equipment depend upon electric power. Electrical mining has been established as economical, dependable and productive. It is equally advantageous in other industries. Lumber mills, packing houses, shops of all kinds in El Dorado county and in Placerville have electric power available for all their requirements.

Pacific Gas and Electric Company maintains a district headquarters in Placerville to serve its customers throughout the county, and a force of employees for the operation of the two powerhouses, maintenance of the transmission and distribution wire systems, care of water facilities and the transaction of business. Its local properties represent an investment of approximately \$10,000,000 upon which is paid \$87,000 in city and county taxes for the past fiscal year. Its employees are residents here and generally are home owners and taxpayers. The company's payroll and much of its purchases result in the local distribution of a large monthly amount to merchants and all others who share in the business of the region.

P. G. and E.
PACIFIC GAS AND ELECTRIC COMPANY

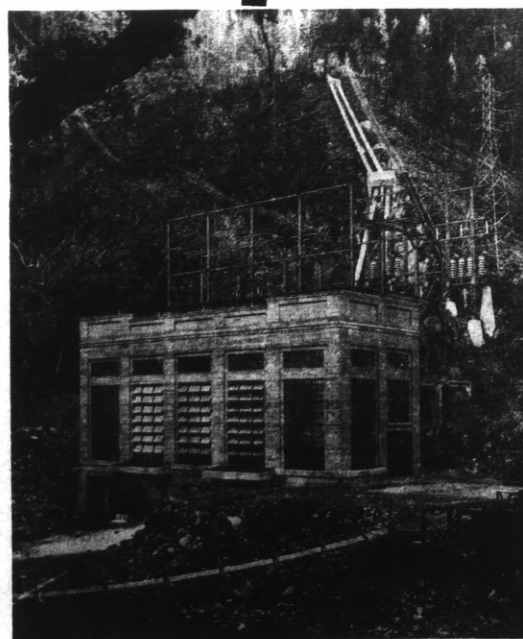
Shafer's Store Newly Opened



One of the newest businesses in Placerville is SHAFER'S CLOTHING STORE, located in the Upper Fairchild's Building, 450 Main Street, owned and operated by F. D. Shafer, Associated in the business is his son, F. D. Shafer, Jr. The store was opened, April 15, 1939.

Prior to opening his own store, F. D. Shafer, Sr. had 14 years experience in the merchandising of clothing; 8 years of which were spent in the Workingman's Store in this county.

The Shafers have made splendid progress since opening their new store. A complete line of men's wearing apparel is stocked featuring work clothing and work shoes. In addition, Miner's Supplies, Luggage and Rubber Footwear are handled. All merchandise is very reasonably priced. Your inspection is invited and patronage appreciated.



LUMBERING IN COUNTY \$3,000,000 BUSINESS

\$450,000 Annual Payroll For Lumbering Firm At Camino

One of the major units of lumbering in El Dorado County is the Michigan-California Lumber Company, whose yards and business headquarters are at Camino, seven miles east of Placerville on U. S. Route 50.

The company owns approximately 75,000 acres of timber land of which 55,000 acres is still uncut. With woods operations governed by California Pine Forest Practice Rules, it is expected that another cut of lumber will be available when the present virgin timber is cut over.

The Michigan-California Lumber Company has its offices, box factory, planing mill and shipping department and yards at Camino. The company's saw-mill is at Pino Grande from which the rough lumber is transported to the yards over an eighteen-mile railroad and the narrow gauge cars are carried 3,000 feet across the American River Canyon on an electrically operated cable ferry.

Annual payroll of the Michigan-California Lumber Company is about \$450,000 and during approximately eight months of the year when woods operations are under way, 450 men are employed. In the four winter months, when operations are confined to the plant at Camino, the company has 160 employees.

Lumber cut each year approximates thirty million board feet of which approximately sixty per cent is sugar pine. Ponderosa pine constitutes about thirty-two per cent of the annual cut with about eight per cent fir and cedar.

The shipping department functions throughout the year and has facilities under cover for loading fourteen cars of lumber simultaneously. Shipments are made to all parts of the United States with some export to South America and to Australia and other parts of the United Kingdom. The yards at Camino have a supply of from ten to twenty million feet of lumber on hand at all times.

Almost half a century ago, the firm from which the present institution was established by a group of Michigan lumbermen who had acquired title to some of the present company's timber lands in the late eighties. The original company was known as the American River Land and Lumber Company.

The concern was developed through the years under different managements until, in 1917, known then as the R. E. Danaher Company, the property was joined with the Blodgett timber holdings to form the Michigan-California Lumber Company.

In keeping with the best business practices in the lumber industry, the entire Camino plant was modernized in 1923. In more recent years, the company has erected new office quarters at Camino, which are now occupied, and has replaced a number of earlier structures which were rented as residences to employees with a group of fine, new and modern bungalows.

Placerville Lumber Company Cutting Wrenn Holdings

One of the fastest growing organizations in El Dorado County's industrial life, the Placerville Lumber Company has made vast strides since its establishment in April, 1937.

Starting from "scratch" in a selected timber area, approximately 17 miles east of Placerville, the company the first year built a circular type mill, near Fresh Pond, and cut 5 million feet of lumber and box shoo material.

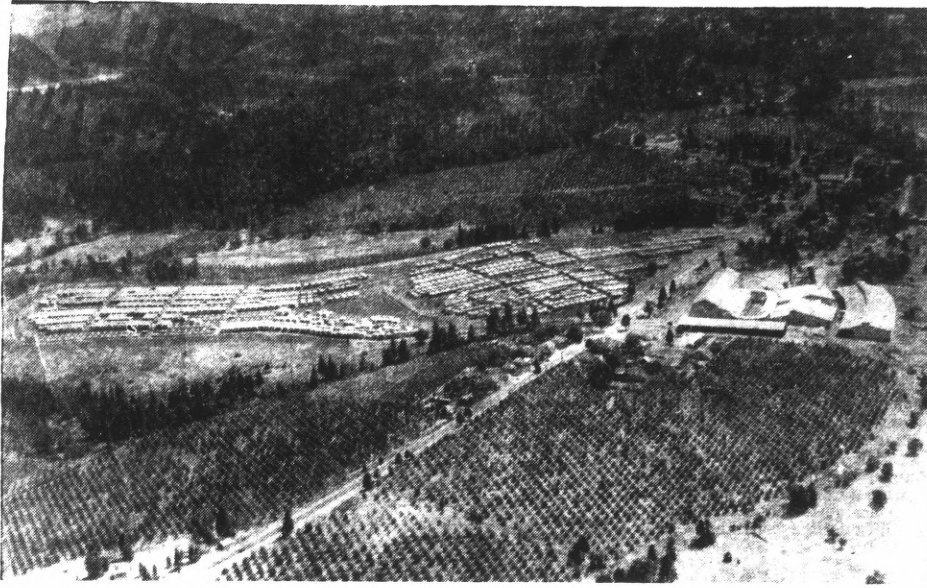
Getting an early start in the season of 1938, and with an electrically powered mill 13 million feet was cut. For 1939, weather permitting, the cut will approximate 20 million feet.

The mill and yards, (shown in an airplane view on this page) cover an area of approximately 50 acres, and with the many new buildings under construction gives the appearance of a thriving town.

Timber is now being cut from lands in the Wrenn holdings in Plum Creek, in Alder Creek and on government lands.

Noting the importance of the Wooden Box Industry in the county, officials of the company point out that, 10 million feet of box lumber, this year, will have gone to the S. G. Beach Box and Lumber Company, factory in Placerville, permitting two shifts to operate in that factory. Nearly 50 per cent of each year's total cut goes to box lumber. Upper grades are distributed to several other local finishing mills.

There are now 146 men on the payroll of the company, which is about \$25,000 monthly. Administrative staff of the organization is a partnership: H. E. West, C. T. Ross, and M. L. Cramer.



YARDS AND PLANT of the Michigan-California Lumber Company, at Camino, seven miles east of Placerville on U. S. Route 50, which enters the picture from the lower left hand corner. As one approaches Camino from Placerville, the offices, mills and box factory of the lumber company are on the right of the highway; the extensive storage yard on the left.—Aerial photo by The Democrat photographer.

\$1,800,000 Payroll Goes To 1,600 Workers And Families

Lumbering has the largest payroll of any industry in El Dorado County, surpassing fruit raising and general agriculture, and also mining.

This is according to figures recently announced by the El Dorado County Chamber of Commerce.

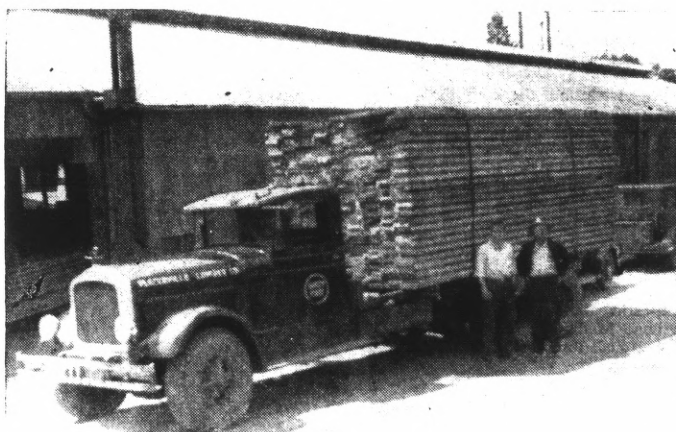
Approximately 1,600 workers who are employed in the industry in the county receive annually \$1,800,000 for the production of grade lumber and the manufacture of box shoo, which has come into greater prominence in the lumbering industry of the county within recent years.

The approximate annual cut of the several lumber operators in the county is one hundred five million board feet, made up chiefly of sugar pine, the increasingly popular Ponderosa pine, and fir and incense cedar.

The value of lumber products in the county annually is in excess of three million dollars.

Operations of all of the larger concerns are in accord with the accepted practices of forest management which conserve and protect the second growth of trees in the selected cutting of merchantable timber. This, in effect, places lumbering in the county upon a "crop" basis with the promise that, barring an unforeseen tragedy, the timber now young will be ready for cutting when the taking of the present stand of merchantable timber is completed.

An important phase of current operations is the production of lumber for wooden boxes, which contributes substantially to the total of men employed and wages paid, and to the aggregate of plant investment in the county's lumbering business.



BEACH BOX FACTORY purchases its lumber from El Dorado County operators, a large part of it coming from the Placerville Lumber Company which, in the above picture has just run a truck load into the yard. In the photo are, left, Seth Beach, and, right, Joseph Beach, of the box factory staff.

S. G. Beach Box Factory In Present Site Since 1888

As early as 1833 the late Seth G. Beach was canvassing portions of this county, selling peach and pear trees to the farmers with one thought in mind—more fruit raised and shipped would mean more Wooden Boxes. Wooden boxes would keep his factory running. This he had established on the Frank Morey property, at about the location of the present Reeder welding plant, in 1832. Associated in the business with him was C. D. Chichester, but the firm name was S. G. Beach Box Factory.

Through the efforts of these pioneer county industrialists, this small box factory met with success, expanding until, in 1838, the factory was moved to the present location and a retail lumber business added. All the lumber used in the box factory and a majority of that sold at retail was purchased from several of the smaller local sawmills. In 1914 the factory supplying the local demand began shipping box shoo to outside points.

Early in 1923 a fire all but wiped out the box factory and most of the lumber on hand in the yard. Although this was disheartening to Mr. Beach and his family, the business was reorganized, re-financed and incorporated in December of the same year.

In 1927 at the death of the founder, his son, Joseph C. Beach, became manager of company's interests. Desiring to devote its entire time to box shoo manufacture, the company sold the retail business to the Sterling Lumber Company in 1935.

Installation of several thousands of dollars worth of equipment in the past few years, has modernized the factory and the present output is between seven and nine million feet of box shoo annually. Shipments are made to all parts of California. The factory operates an average of 10 months of each year, with a double shift many times during the busy seasons of July and August. At present two shifts are working with eighty men employed.

Members of the administrative force are: Joseph C. Beach, President and Manager; Seth G. Beach, Secretary and day foreman; Don Burnett, bookkeeper; Chester Watts, night foreman.

California Door Company Entered County In 1898

In the early '50s three sash and door firms were operating in San Francisco: B. & J. S. Doe, Wilson & Brother and E. H. Hiltredge. Materials were all brought around "the Horn." Realizing the value of California forests, early in the '70s the three firms organized the California Door Company, beginning operation with the manufacture of doors and windows at San Quentin Prison, using principally convict labor.

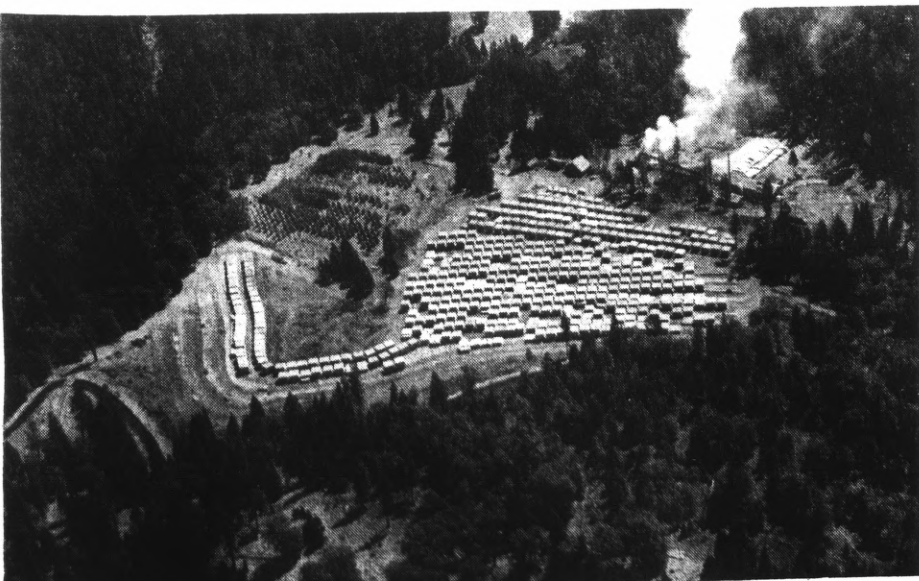
In 1884 a factory was built in San Francisco and the company's first sawmill was established at "Old Caldor" in this county in 1898 and timber was obtained from adjacent lands. The firm logged and milled lumber for their own mills and other firms until 1923, when the sawmill was completely destroyed by fire.

The following year the plant was moved to Diamond Springs, its present location. In 1930 the company abandoned the manufacture of sash for windows and doors. Their factory is used for the manufacture of box shoo and grade lumber, and both Sugar and Ponderosa pine is shipped all over the United States and to several foreign countries. Their annual cut approximates 28,000,000 feet. Logging operations are in the Van Horn and Capp's Crossing sections of this county. The cut averages 50 per cent sugar pine, 40 per cent Ponderosa and 10 per cent fir and cedar.

The company co-operates with the Forest Service in its sixty-year plan of reforestation which insures the permanency of the lumbering industry and a continuing supply of merchantable timber. In common with the lumbering industry in general, the California Door Company recognizes the fire hazards peculiar to the industry and every precaution is taken in the mills and in the woods to guard against the continuing threat.

Eight-inch water mains supply the fire lines in the mill.

In seasons of demand, the company ships between three million and four million board feet of lumber each month, affording employment during the logging season to a maximum of about 240 workers.

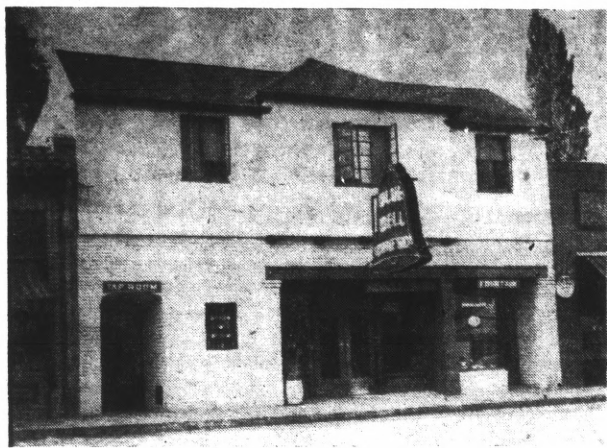


OFF THE HIGHWAY to the right as one drives east from Placerville on U. S. Route 50, at Fresh Pond, are the mill and yards of the Placerville Lumber Company. The view shows the mill pond, just above the center at the right of the picture, and the mill and yard. The "orchard" left of center in the picture is a ten-acre test plot in reforestation planted ten years ago by the Forest Service.—Aerial photo by The Democrat photographer.

THE CALIFORNIA DOOR COMPANY plant at Diamond Springs, with the log pond in the center of the picture and if you look closely, you may see the logs in the pond. Diamond Springs is three miles south and west of Placerville on State Route 49, the Mother Lode Highway.—Aerial photo by The Democrat photographer.



Blue Bell Coffee Shop Newly Built



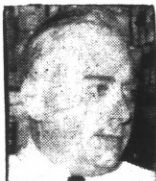
Serving Good Food for 28 years! That's the history behind the Blue Bell Coffee Shop of Placerville—this restaurant business being established in 1911 by the late Lowery T. Butts, was located on the same site and was known as The Forum Cafe. Later Mr. Butts was joined in the conduct of the business by his two sons Leslie T. and C. A. Butts. In 1928, the latter left the firm and went to Salinas.

In January, 1938, The Forum Cafe building was completely destroyed by fire. The business remained closed until May, 1938, when C. A. Butts returned, after having established a second Blue Bell Coffee Shop in Monterey, and rebuilt on the site of The Forum Cafe, opening the third Blue Bell Coffee Shop with Fountain and Taproom in connection. Of modern construction and unique design the Placerville Blue Bell Coffee Shop, is considered one of the best eating places throughout the Mother Lode. The Coffee Shop, with a beautifully arranged counter and booths with leather upholstered seats, has a seating capacity of 100. In addition a spacious dining room, which is conveniently arranged for private parties or banquets, seats 60 most comfortably. The building is entirely air-conditioned and has the most modern refrigeration units in kitchen and display counters, to be found anywhere.

Steve Erm is manager of the Placerville business, assisted by Mrs. Vera Butts. Approximately twenty people are employed regularly in the local establishment.

Pioneer Grocery Began In '50s

Although the name "Pioneer Grocery" was not established until as late as 1922 by Mrs. Margaret A. Burrus, the business as a grocery and general merchandise concern, operating in practically the present location, has served the citizens of Upper Placerville and the County of El Dorado over three-quarters of a century. A grocery store was operated at the corner of Washington and Broadway Streets, in the early '50s, in a stone building opposite the present Pioneer Grocery Store, by Ben Crocker. Later, perhaps in the early



Eric Chemnitz

'60s, a similar business, including general merchandise, was founded on the site of the Pioneer Grocery, by John Brewster. These two stores were later combined, under the name of "Crocker-Brewster Brothers."

In 1918, Crocker sold the store to Margaret A. Burrus who operated the business until 1922 under the name "Wiley and Spencer." At this time Mrs. Burrus took charge of the business and gave it the name of the "Pioneer Grocery." The front of the store was then completely remodeled and the interior modernized throughout.

In 1934 a complete up-to-date meat department was added under the ownership and personal direction of Albert Ruud. More floor space was added in 1938 by new arrangement of displays and counters. Mrs. Burrus had active personal charge until July 1st, 1939, when she sold to Mr. and Mrs. Eric Chemnitz, who came here very highly recommended from North Sacramento. Prior to that Mr. Chemnitz was an Oakland businessman. Mrs. Chemnitz is a home economist and her work for the past four years was planning menus and catering for clubs, church and fraternal organizations of Oakland and the East Bay.

The present owners invite your inspection of this modern Red & White Store, independently owned and dedicated to service. More than 1500 items are kept in stock and a prompt delivery service is maintained with deliveries twice daily to any part of the city and immediate trading area. In addition to Mr. and Mrs. Chemnitz, George Fay is employed as clerk and deliveryman.

Mierson Founded El Dorado Agency

The El Dorado Insurance Agency stands as one of the pioneers in its field—truly a cornerstone of service and dependability in the history of El Dorado County.

Founded by Mr. A. Mierson, pioneer merchant and banker, more



Loren Atwood Marion Atwood

than sixty years ago, this modern institution stands as a symbol of his great foresight and faith in El Dorado County. Later carried on and developed by the A. Mierson Banking Company, this Agency in 1923 was acquired by the El Dorado County Bank, and directed by Ted C. Atwood.

In 1931, following the death of Ted C. Atwood, the El Dorado Insurance Agency was purchased by his widow, Mrs. Marion Atwood. Since this time Mrs. Atwood has added a Real Estate Department to the office which is now one of the few agencies of this kind devoting its full time and service to the insurance and real estate business. The El Dorado Insurance Agency points with pride to the fair and immediate attention of all claims and losses, and to the strength and dependability of the companies which it represents. Adjustments are made quickly on a fair and impartial basis, without any quibbling. Patrons are given every opportunity to acquaint representatives of the company with their losses, before a final decision is reached and the claim checks paid. The company has the best interests of its clients in mind at all times and every opportunity is taken advantage of to pass a saving on to them.

In more recent years, Mrs. Atwood has been aided first, by her son, Ted Atwood, and at present, by her son, Loren Atwood. This family carrying on in the traditions of this pioneer institution, and devoting their time and interests to the welfare of El Dorado County, will continue their efforts to merit the support and loyalty of their many friends.

Ivy Beauty Salon Opened Year Ago

Offering a complete beauty shop service and specializing in individualized coiffure, the Ivy Beauty Salon was opened by Mrs. Patricia Wagner Crosland, June 1, 1938, in the Ivy Hotel building. Prior to coming to Placerville the manager had owned and operated one of the leading beauty salons in San Francisco, known as Wagner & Bloom's Beauty Service.

A graduate of Don Lux Beauty Academy, San Francisco, Mrs. Crosland successfully completed a specialized course in individual hair designing, in addition to thorough training in every line of beauty shop service and management.

Exclusively introducing the "Zotos" machineless permanents in this county, the Ivy Beauty Salon also offers the Eugene and Duart permanents, all of which have proven exceptionally popular with the ladies of this community.



Pat Crosland

Patricia Crosland is constantly studying the newest trends in hair-dressing and styling in order to pass on to her customers something new in individualized coiffure.

The Ivy Beauty Salon is the exclusive retail agent for Marmello cosmetics and Revlon nail polish and just recently a new service was introduced, that of removing arm and leg hair, with the sensationally new odorless and painless produce, "Wisk."

All the equipment in the salon is of new, and latest type, dryers, permanent machines and shampooing fixtures.

Many women like to have their hair create an entirely new hairdress for them—something that is extremely becoming to their profile. This she will gladly do, and they may feel assured of capable and experienced work. Many women are high in their praise of Patricia's individualized hair styling creations.

Round Tent Store Started In 1849

"The Round Tent," famous and well-known the world over, was first established in 1849, by a man named Taylor. General merchandise, clothing, a saloon, gambling house, grocery store, all these and perhaps more, have been housed under the sign. First a circular tent, followed by a circular-type wooden structure had many and varied merchants within its walls. Tannenwald (known as Uncle Tanny) followed Taylor in 1853 to be succeeded by Silverman & Company in 1863. Later in the



Frank Knacke Randall Jensen

'60s Parkhurst was an owner, while in 1872 began the march of the three generations of the Simons—M. Simon was succeeded by M. Simon and Son in 1875, to be succeeded by David Simon in 1911. In 1917, Frank Simon, son of David Simon, took over the business, then operated as a men's clothing store and was carried on until April 26, 1939, when the business was sold to Frank O. Knacke. Frank Simon retiring.

Mr. Knacke, a man of wide business experience, formerly connected with the Empire Theatre, immediately made many improvements at the store. New stocks were added and new displays were arranged, with the assistance of Randall Jensen, a competent clerk. Included in the lines of new merchandise was a complete stock of the famous Marx-made Suits and Overcoats. Other well-known, nationally advertised articles include: Cameron dress shirts, Gantner swim suits, Mallory hats, Gantner sweaters, Campus cords, original Chippewa and Buck Hecht boots and shoes for men, Whitney shirts and pajamas, Crown and Ben Hur under garments and Morehead Men's Hosiery make a full and complete line of dependable men's apparel.

'BARROW DERBY DETAILS TOLD

Race Will Be Run In Prizes For Each Winner Several Heats With

Rules and regulations for the Wheelbarrow Derby, which will be a feature event at the El Dorado County Fair at 3 o'clock on Sunday, August 27th, were announced this week by Dr. L. J. Anderson, manager of the fair. There are twenty-five entries in the race to date.

The race will be held on a quarter-mile track at the new county fair grounds and will be run in three or more heats, each event of itself a separate race.

The races will be of the steeplechase type in that there will be obstacles on the course and the equipment of each entry will consist of a wheelbarrow, a burlap or canvas sack, and a shovel.

The Wheelbarrow Derby is being introduced this year as a special feature of the fair having a historic background and commemorates the service to the miners of the county in pioneer days given by John M. Studebaker, who far a limited time made wheelbarrows in Placerville and sold them to the miners, earning the nick-name of "Wheelbarrow John."

RULES OF THE RACE:

1. Wheelbarrow must be of practical and useful type.
2. Roughness will disqualify entries.
3. Rules of the course will be announced the day of the race.
4. No special equipment will be permitted.
5. Only materials on the course will be recognized in the race.
6. Contestants must not break or deliberately damage barriers.
7. A Judge of the Course will be at each barrier.
8. Contestants must finish with the wheelbarrow and shovel.

Officials of the race will be: Starter, Sheriff George M. Smith; Weighmaster, J. A. Winkelman; Timers,

Paul Smith and L. A. Brown; Judges, H. P. Brown, Swift Berry, Charles W. Doe; Equipment, Edwin F. Smith and Ivan Lilley.

The three races announced thus far, will be as follows:

50-Pound Class—Winner first to

finish with load weighing nearest to fifty pounds but not under, within specified time limit. Winner eliminated from further competition.

100-Pound Class—Winner first to finish with load weighing nearest to 100 pounds, but not under, within

specified time limit. Winner eliminated from further competition.

Final Event—First to load a given pile of material and finish course, conditioned upon there being not over one shovel full of material left at the cleanup.

ALL GREYHOUND ROUTES

LEAD TO TREASURE ISLAND

LOW EXCURSION FARES

EL DORADO HOMECOMING

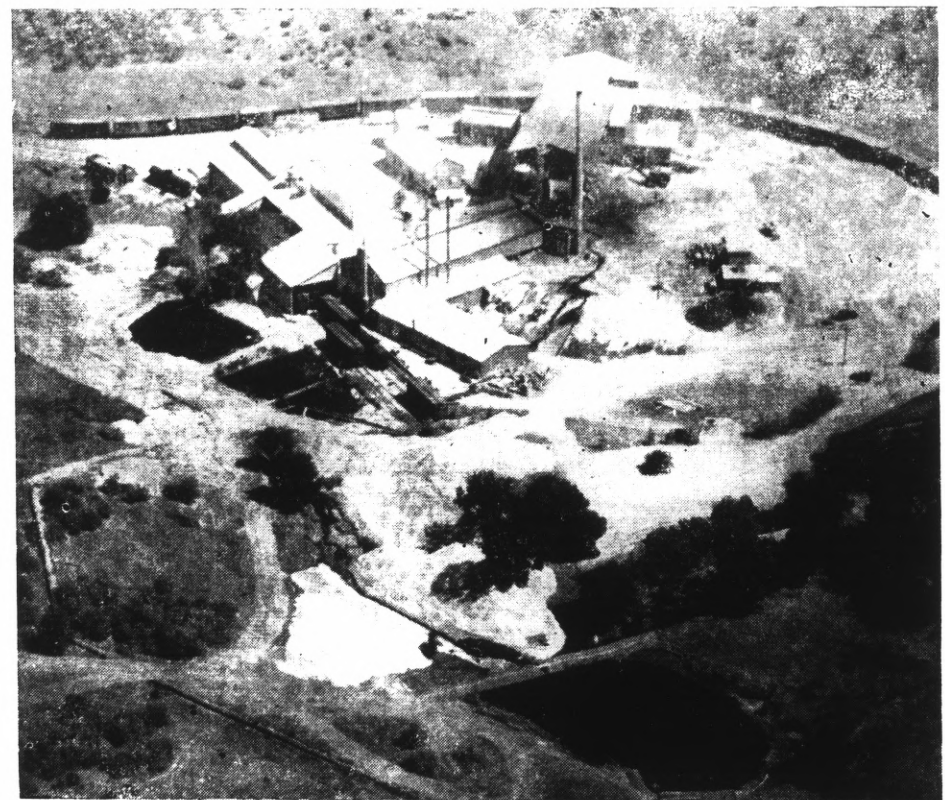
Pierce Arrow Stages

DEPOT: Main & Canal Sts. PHONE 131

TO SAN FRANCISCO

GREYHOUND

Diamond Springs Lime Company's Plant From The Air



The Diamond Springs Lime Company began construction of their lime plant at Diamond Springs in 1927 and shipped its first carload of lime in December 1928. The products immediately met approval of the construction industry and production and shipment continued to increase each year. During 1938 the Diamond Springs Lime Company shipped 27 1/2 per cent of all the lime used in the state of California, including imports. During the same year they shipped 24 per cent of all lime of California production exported from the state.

The company is now distributing its products in California, Nevada, Oregon, Utah, Arizona, Washington and Idaho as well as Nicaragua, Hawaiian Islands, Philippine Islands and Mexico.

The operation of the company supplies year around occupation for an average of 70 persons. Sales offices and warehouses are maintained in San Francisco and Los Angeles.

Trapshooting targets are also manufactured by the Diamond Spring Lime Company and sold under the trade name of "Comet." These targets are recognized by shooting experts as the best available. Several million targets are shipped annually to all parts of the western United States.

The management and operation of the company is directed by the following personnel: Homer P. Brown, General Manager; R. J. Finchley, Supt.; R. V. Whigam, Asst. Supt.; A. W. Wilson, chemist; Vincent Varozza, Plant Foreman; Henry A. Ferguson, Quarry Foreman.

THE WOODEN BOX INDUSTRY IS GROWING!

Do to the general acceptance and excellent support given the WOODEN BOX CAMPAIGN, in the county and through the entire Pacific Coast Region, payrolls have materially increased in many localities, during the past three years. Lumbering has come up into first place in comparison with activities in other industries—THE WHISTLES HAVE BEEN KEPT BLOWING!

Organized in 1936, the local Wooden Box organization, which at that time was representative of some 1200 men employed in the county's lumber industry, has spent considerable time, effort and money toward an educational program on "Ship in Wooden Boxes" and "Use Wooden Boxes." They point with pride, now, 3 years later, to a material increase in payroll, and the fact that lumbering now heads the list of county industries with 1,600 workers employed.

With your help it can be kept growing! Wherever and whenever you buy — demand supplies that have been shipped in Wooden Boxes! Urge your merchants to continue to cooperate—It's a mutually beneficial program!

SEE THE WOODEN BOX EXHIBIT AT THE COUNTY FAIR, AUG. 23 TO 27

DIAMOND SPRINGS LIME COMPANY

DIAMOND SPRINGS, EL DORADO COUNTY